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DEPARTMENT OF HOTEL, RESTAURANT AND TRAVEL
DEPARTMENT OF ECONOMICS
UNIVERSITY OF MASSACHUSETTS AT AMHERST

TRAVEL AND TOURISM IN MASSACHUSETTS, 1978
AN ECONOMIC ANALYSIS

FOR

DEPARTMENT OF COMMERCE AND DEVELOPMENT,
COMMONWEALTH OF MASSACHUSETTS

JAMES F. CARLIN, COMMISSIONER

RECEIVED
FEB 14 1980

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with the assistance of

Mo Lin Siu
Stephen Wark

The Commonwealth of Massachusetts
Department of Commerce and Development
Leverett Saltonstall Building, 13th Floor
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EDWARD J. KING
GOVERNOR

JAMES F. CARLIN
COMMISSIONER

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Dear Reader:

Tourism is a very important industry here in Massachusetts. Over two billion dollars in commercial transactions and over a hundred thousand jobs are involved. Throughout Massachusetts we have tourist sites and attractions that are unequaled in the United States. It is an industry that needs more support. Tourist promotion will be a major priority in the Massachusetts Commerce Department over the next two or three years. We need your support.

Enclosed you will find a copy of Travel and Tourism in Massachusetts, 1978, an economic analysis. The University of Massachusetts' Department of Hotel/Restaurant Travel and Economics with the Department of Commerce and Development and many travel industry executives, have worked diligently to produce this report for the year 1978.

Those who are concerned with growth and proper planning of the travel industry in government, industry and labor, and the private sector are urged to utilize this report.

Sincerely,

James F. Carlin

JAMES F. CARLIN
Commissioner

Acknowledgments

The Massachusetts Department of Commerce and Development, the sponsor of this Report, has been most helpful in its support of the study. We are grateful to the three officials there who have been supportive of the project: James H. Carlin, Commissioner; Ernest M. Lucci, Deputy Commissioner; and Francis J. Shaw, Director of the Bureau of Vacations and Travel. Without their assistance we would have been unable to proceed; without their encouragement, we would not have wanted to proceed.

Two other departments of the Massachusetts state government have been extraordinarily helpful in providing us with data from their files on a regular basis. Any careful reader of this Report will realize that the figures and analyses herein literally could not have been created without the information supplied. We owe a great debt to each department. The Department of Corporations and Taxation has supplied us with detailed information from the rooms tax and meals tax; these figures are a crucial underpinning of the entire study. L. Joyce Hamperf, Commissioner, generously arranged for us to have access to the data. Phyllis O'Halloran, Chief of Data Services, obligingly provided the information through her division. Lawrence McCabe, Chief of Programming, has been extremely helpful--and prompt--in complying with our requests for large volumes of information.

The Department of Employment Security has supplied, on a regular basis, very large amounts of data on employment and wages in various industries. James J. Walsh, Acting Director, arranged for this through his good offices. Eliot Winer, Chief Supervisor, Occupation-Industry Research Department, Helen B. Munzer, Job Market Research, and John McNulty, Economist, who have complied with the task of providing us with the relevant computer tapes every three months, and have answered many questions concerning the interpretation of data.

John T. Driscoll, Chairman, and Harold Finn, Superintendent of Tolls, Massachusetts Turnpike Authority, have kindly provided crucial assistance in obtaining permission for us to conduct interviews at toll booths along the Turnpike. We could not have completed the study without their cooperation.

The owners and managers of a great many hotels, motels and campgrounds have provided us with confidential information essential to this study. Their cooperation has been invaluable. We cannot mention them by name for the list is a long one and, more importantly, our pledge of confidentiality would be violated by doing so.

Officials at Logan Airport were helpful in obtaining permission for us to conduct interviews there, and in providing information.

Statistical coverage of travel and tourism is still at an early stage of development, we think. There are encouraging signs that efforts are being made in other states as well as Massachusetts to improve the situation. On a national scale,

the efforts of the U.S. Travel Data Center are becoming well known among people interested in the area. These efforts all aid each other, as practitioners can learn from each others' successes and failures as well as their own. We happily acknowledge, therefore, our intellectual debt to the other active workers in this field.

A number of people on our staff contributed to the study in various ways. Stephen Wark certainly deserves special mention for the valuable services he provided in producing rapidly and efficiently the computer programs needed, and supervising a good deal of the data processing as well.

We have been fortunate in having the services of Mo-lin Siu as special assistant on this project.

Eva Weber again did a superb, fast job of translating a barely legible manuscript into neatly typed text.

HIGHLIGHTS OF THE REPORT

SUMMARY TABLES

Summary Tables 1 through 3 highlight the Report as to visitors, expenditures and other selected areas of concern.

TOTAL VISITOR DAYS SPENT IN

The total visitor days spent in Massachusetts was 42,641,749. The 1977 total was 41,934,926.
**For details see Table 1.

EXPENDITURES BY VISITORS

In 1978 visitors spent $618,619,000 on goods and services in Massachusetts while staying in commercial lodgings.
**For details see Tables 3 and 4.

VISITOR NIGHTS IN COMMERCIAL LODGINGS

There were 12,534,133 visitor nights spent in commercial lodgings in 1978. The average expenditure per person for this type of accommodation was $49.35, distributed as follows:

Lodging	$18.99
Eating and drinking establishments	$14.93
Groceries	$0.85
Alcoholic beverages	$0.71
Gas stations	$3.44
Public transportation	$1.96
Amusements	$1.66
Miscellaneous	$6.91

**For details see Tables 1 and 14.

EXPENDITURES BY BUSINESS PERSONS

Of the total expenditures spent on commercial lodgings, business persons account for $281,405,000 which represents $56.45 per persons.

**Details of all visitor spending are found in Table 3.

SUFFOLK COUNTY BOSTON EXPENDITURES

In Suffolk County (Boston) the average expenditure per person staying in commercial lodgings amounted to $60.23. The overall expenditure for visitors (all purposes and all types of accommodation) for Boston was $39.40 per persons.

**For details see Tables 76 and 78.

BARNSTABLE VISITORS EXPENDITURES

This county showed the greatest total expenditures by visitors amounting to $320,307,000 along with the greatest number of visitor days, totalling 11,673,714. These expenditures amounted to $27.44 per person and included all types of accommodations and all purposes of visit.

** For details see Table 16 and Summary Table 1.

SUMMER

The busiest season for travel was summer, with 18,308,292 visitors spending $502,799,000.

**For details see Tables 16 through 21.

TRAVEL YEAR

For a different perspective, see the travel year tables. Here the year is divided into seasons of months that are similar. For example in the high season of July-August, 6,021,735 visitor-days were spent in Barnstable; this is over half of the total visitor days spent in the county.

**For details on the travel year for each county see Table 17 and add 5 for each county--Berkshire, Table 22, etc. Travel year totals may differ from calendar year totals.

MEALS TAX

Fifteen percent of all meal tax income comes from out-of-state visitors. This amounted to 17.7 million of all meal tax dollars collected.

ROOMS AVAILABLE IN MASSACHUSETTS

During July and August of 1978 there were 54,404 rooms available, with a low of 49,019 rooms available in January.

**For details see Table A-4.

SIZES OF HOTELS AND MOTELS IN MASSACHUSETTS

Sizes of hotels and motels and number of rooms in each size class.

50 or less rooms	19,816 rooms
51 to 150 rooms	18,165 rooms
150 and up rooms	16,423 rooms

**For details see Tables A1, A2, A3.

DIRECT EFFECT ONLY OF TRAVELERS ON MASSACHUSETTS ECONOMY

The direct effect of travelers on the Massachusetts economy is as follows:

Expenditures	$1,240,970	(Table 3)
Employment	$51,064	(Table 5)
Payroll	$263,627,000	(Table 7)
Tax receipts	$62,367,000	(Table 9)

TOTAL IMPACT OF TRAVELERS ON MASSACHUSETTS ECONOMY

The total impact of travelers on the Massachusetts economy is as follows:

Total sales	$2.12 billion
Total income	$1.06 billion
Total employment	100,361 full-time equiv. jobs
Total sales taxes	$144,429,000

SUMMARY TABLE 1
CALENDAR YEAR 1978

COUNTY AND STATE RECAP OF SELECTED TABLES ON TRAVELERS IN MASSACHUSETTS

COUNTY	TOTAL VISITOR DAYS	TOTAL EXPENDITURE	EMPLOYMENT DUE TO TRAVELERS	PAYROLL DUE TO TRAVELERS	TAXES PAID BY TRAVELERS	TOTAL TAXABLE ROOM SALES
BARNSTABLE	11673714	320307000	12588	65127000	16664	40981073
BERKSHIRE	921972	30255000	1370	6899000	1600	6144768
BRISTOL	4369548	113236000	4539	21527000	5473	14229804
DUKES	886000	23588000	868	4771000	1238	2689409
ESSEX	3121053	84897000	3858	17298000	4157	13379170
FRANKLIN	258051	7446000	371	1611000	372	1428828
HAMDEN	1240875	36978000	1576	8153000	1847	7164823
HAMPSHIRE	369551	10922000	556	2241000	546	2128785
MIDDLESEX	6599410	178920000	7311	36467000	8822	31678408
NANTUCKET	662868	19118000	699	3897000	999	2564489
NORFOLK	2819275	76315000	3008	15980000	3761	13534526
PLYMOUTH	1099075	26776000	1032	5151000	1281	3165657
SUFFOLK	6650542	262004000	11291	65450000	13179	90669230
WORCESTER	1967815	50307000	1996	9055000	2428	6306829
STATE	42641749	1241069000	51063	263627000	62367	236067499

SUMMARY TABLE 2
CALENDAR YEARS

EXPENDITURE PER VISITOR DAY BY YEAR BY LODGING TYPE

LODGING	TOTAL EXPENDITURE 1976	1977	1978	VISITOR DAYS 1976	1977	1978	EXP. PER VISITOR DAY 1976	1977	1978
COMMERCIAL	587786000	562722000	618619000	12578109	12488780	12534133	46.73	45.06	49.35
RENT/COTT	126932000	141467000	157945000	5527666	6154890	6232787	22.96	22.98	25.34
FRIEND/REL	314608000	342194000	367348000	17291628	18432506	18775334	18.19	18.56	19.57
CAMPING	28949000	21145000	20422000	2459402	1558348	1483053	11.77	13.57	13.77
DAY TRIPS	82659000	61260000	76636000	5399148	3921063	3616441	15.31	15.62	21.19
TOTAL	1140934000	1128788000	1240970000	43255953	42560587	42641748	26.38	26.52	29.10

SUMMARY TABLE 3
CALENDAR YEARS

EXPENDITURE PER VISITOR DAY BY YEAR BY COUNTY

COUNTY	TOTAL EXPENDITURE 1976	1977	1978	VISITOR DAYS 1976	1977	1978	EXP. PER VISITOR DAY 1976	1977	1978
BARNSTABLE	270753000	300941000	320307000	11316637	12226203	11673714	23.93	24.61	27.44
BERKSHIRE	19765999	25690000	30255000	634866	833844	921972	31.13	30.81	32.82
BRISTOL	85844000	108366000	113236000	3536188	4491301	4369548	24.28	24.13	25.91
DUKES	16169000	21410000	23588000	717744	920132	888000	22.56	23.27	26.56
ESSEX	73468000	70653000	84897000	3022649	2763263	3121053	24.31	25.57	27.20
FRANKLIN	6522000	4827000	7446000	264601	180505	258051	24.65	26.74	28.85
HAMDEN	31899000	29037000	36978000	1191834	1061682	1240875	26.76	27.35	29.80
HAMPSHIRE	5641000	7593000	10922000	222807	278309	369551	25.32	27.28	29.55
MIDDLESEX	174949000	161434000	178920000	7134799	6351241	6599410	24.52	25.42	27.11
NANTUCKET	14470000	17616000	19118000	596038	687407	662868	24.28	25.63	28.84
NORFOLK	60185000	72939000	76315000	2454643	2865015	2819275	24.52	25.46	27.07
PLYMOUTH	22022000	26186000	26776000	982564	1147919	1099075	22.41	22.81	24.36
SUFFOLK	317953000	232114000	262004000	9456601	6666034	6650542	33.62	34.82	39.40
WORCESTER	41193000	49982000	50307000	1723981	2087732	1967815	23.84	23.94	25.56

NOTE: WORCESTER COUNTY INFORMATION FOR 1976 AND 1977 HAS BEEN UPDATED DUE TO ADDITIONAL INFORMATION RECEIVED

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QUICK INDEX TO STATE AND COUNTY TABLE NUMBERS FOR 1978

COUNTY	CALENDAR YEAR VISITOR DAYS	CALENDAR YEAR EXPENDITURE	CALENDAR YEAR ROOM TAXES	TRAVEL YEAR VISITOR DAYS	TRAVEL YEAR EXPENDITURE
BARNSTABLE	16	18	20	17	19
BERKSHIRE	21	23	25	22	24
BRISTOL	26	28	30	27	29
DUKES	31	33	35	32	34
ESSEX	36	38	40	37	39
FRANKLIN	41	43	45	42	44
HAMDEN	46	48	50	47	49
HAMPSHIRE	51	53	55	52	54
MIDDLESEX	56	58	60	57	59
NANTUCKET	61	63	65	62	64
NORFOLK	66	68	70	67	69
PLYMOUTH	71	73	75	72	74
SUFFOLK	76	78	80	77	79
WORCESTER	81	83	85	82	84
STATE	1	3	--	2	4

SPECIAL STATE TABLES

DIRECT EFFECT OF TRAVELERS EXPENDITURES

	EMPLOYMENT		PAYROLL		TAX
	JOBS	AS %	$	AS %	RECEIPTS
STATE	5	6	7	8	9

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A4 ALL HOTELS/MOTELS

SELECTED DATA IS SUMMARIZED IN SUMMARY TABLES 1-3

Chapter I

The Tables: Meaning and Interpretation

The tables presented in this volume are estimates of various measures of tourism and travel activity in Massachusetts for both the calendar year 1978 and the travel year 1978. All tables referring to a single county are grouped together for ease of reference. Those few tables which have data for each county combined into a single table are grouped with the tables referring to the state as a whole.

A few words of explanation about the interpretation of each kind of table are in order. The tables referring to the entire state are used as examples; individual county tables have exactly the same interpretation.

Most tables are presented on both a calendar year basis and a travel year basis. Calendar year seasons are defined as the four quarters of the year: January, February and March comprise the Winter quarter; April, May and June the Spring quarter; July, August and September the Summer; and October, November and December the Fall quarter.

The travel year is used because of its potential value to those concerned with the analysis of travel data. In Massachusetts, at least, the traditional calendar years do not describe well the actual behavior of travelers. July and August are indeed "high season" months; September (included with July and August) is very definitely a "shoulder season," as is October. The volume and composition of travel within the seasons depicted in the travel year are fairly homogeneous: July and August are much alike, and significantly different from the rest of the year. September and October are very similar--and rather different from November. Similarly, May and June are similar, and different from neighboring months. For most of Massachusetts, the months of November through April are rather similar--definitely "low season" everywhere but those few areas in Massachusetts in which winter sports are important drawing cards. (Note that the classification appropriate for Massachusetts need not be appropriate elsewhere. Skiing attractions in Vermont and New Hampshire could well make the winter months a secondary high season; and certainly the pattern in Florida is very different from that of Massachusetts.)

Visitor Days

The first set of tables relates to visitor days. (The state tables are Tables 1 and 2.) Visitor days are the primary measure of tourism; they show the volume of tourism during the period in question. A visitor day refers to one person staying for one day (or fraction thereof). One person staying for six days accounts for six visitor days; two persons staying three days each also account for six visitor days; as do six persons staying for one day each. The number of visitor days in the state in a particular season is the best single measure we have of the impact of tourism on the state, and on its facilities.

There are, of course, possible measures of the amount of tourism. Some appropriate ones are (travel) party days, the number of (travel) parties, and the number of visitors. A travel party is composed of a group of people traveling together; if the party is by auto or truck, the party would typically be the group occupying a vehicle. A party staying one day generates one party day. Obviously the measured number of party days will be less than the number of visitor days.

The number of parties refers to the number of different parties which visit Massachusetts on a given trip, regardless of the length of stay; just as the number of visitors is the number of people who make a trip to Massachusetts, regardless of the length of stay. (If the members of a party leave Massachusetts and return later in the year on another trip, they are considered a different party.)

Tables on visitor days are presented in a matrix format; for each season and for the year total, figures are given by purpose of trip and by type of accommodations used. This approach allows great flexibility to the user. All travelers, regardless of purpose, are included, as are all types of accommodations. There may well be particular uses in which only some purposes, or some accommodations, are of interest. One may wish to exclude business travelers, for example; or include only travelers who came for recreational reasons. One might be interested only in those who stayed overnight (i.e., excluding day trips); or only in those who utilized public accommodations (commercial lodgings and camping). The matrix formulation allows the user to prescribe his own definition of "tourism," or to track down certain categories of special interest.

The uses to which these figures may be put are manifold--certainly beyond our capacity to enumerate. Possible uses (most suggested to us by users of previous Reports) include the following: background information for community and regional planning--for water, sewage, kilowatt, gasoline, fire and police needs; a basis for estimating impact of proposed recreational developments; a take-off point for forecasting of future demands for services to travelers; a basis for estimating the potential market for travel service industries in particular areas. In all of these areas, basic information such as presented in these Reports is combined with other specific information and assumptions. We have tried to present the data in such a way as to be useful for a wide spectrum of applications. We would be interested in hearing of applications and of the suitability (or unsuitability) of our format and data for those applications.

Most of the visitor day estimates represent visits to Massachusetts by residents of other states or countries. Massachusetts residents are included, in principle, to a limited extent. Whenever a Massachusetts resident takes a trip within Massachusetts which is considered as a substitute for a corresponding trip out of state, the impact on the economy is essentially the same as when a non-resident comes to Massachusetts. As a practical matter, therefore, any trip by a Massachusetts resident which involves an overnight stay within Massachusetts is included.

Expenditures

The second set of tables refers to the expenditures of travelers, again in the matrix format by purpose of trip by type of accommodation. (Statewide tables are Tables 3 and 4.) Expenditures by travelers are the mechanism by which travelers have an impact on the state's economy. Their expenditures lead to sales by Massachusetts businesses and consequently to tax receipts, employment and income in Massachusetts. Expenditures by travelers (in Massachusetts) measure the volume of such sales.

Economic Impact

The remaining tables deal with the economic impact of travelers' expenditures on the economy of Massachusetts and on the economies of the individual counties. The interpretation of these tables is more difficult than that of the earlier tables; yet these tables are, for many purposes, more important than the others. The rather lengthy explanation which follows is therefore important.

Expenditures of travelers are sales of travel service industry firms to travelers. How do these sales affect the economy of Massachusetts? Consider the question of how the export of shoes affects the economy of Massachusetts; the principles are the same, the facts a bit easier to see.

When shoes are exported, obviously the shoe firm makes sales--some $409 million in 1976, according to the Annual Survey of Manufacturers of the U.S. Census Bureau. Of this $409 million in sales, about 35 percent, or $143 million, goes to payrolls in the shoe industry--i.e., to pay workers in the shoe factories and offices. The $143 million is called direct wages. Of the remainder, the composition is less certain. Some proportion goes to buy materials and services from other firms: leather, shoelaces, grommets, thread, power and many other things. By one estimate, this accounts for 45 percent of sales, or $184 million. Assume, for simplicity, that all shoe sales are made by corporations. Of the remainder of $82 million (if we accept the 45 percent figure for purchased inputs), some goes for state taxes, some for local taxes, some for federal income taxes; some is used for new equipment; some is paid out in dividends. Just what the true proportions are is not known. Let us say, for purposes of illustration, that $4 million is paid out as dividends. Suppose that half of the dividends are received by residents of Massachusetts. Then, another $2 million is received as dividend income in Massachusetts. These two amount--$143 million for direct wages, and $2 million for dividends received by Massachusetts residents--are together called direct income attributable to the sales of shoes.

Direct incomes does not exhaust the effect on Massachusetts. Some $184 million (by the estimate used), or 45 percent of total sales, was used to buy goods and services from other firms. Some--though not all--of these firms are located in Massachusetts. For these firms, the sales to the shoe factories are new sales; and the receipts of these supplying firms from these sales will in turn be divided into wages, purchases from still other firms, state and local taxes, dividends, etc. Those purchases from still other firms will have a similar effect on the suppliers to the shoe manufacturers; who, in turn, will have an effect on the suppliers of the suppliers of the suppliers. Obviously, at each round the amounts involved become smaller; only a fraction of sales goes to purchase inputs each time; and only some fraction of those purchases comes from Massachusetts firms. (In the case of shoes, a large proportion of the purchases are for leather; the supplying firms in turn buy hides, many of which come from outside the state.) At each stage, some wages are generated and some dividends are received by Massachusetts residents. Now, imagine adding up all the wages paid by supplying firms as a result of the shoe exports; this is called the indirect wages generated. Similarly, the sum of all the indirect wages plus the sum of all dividends received by shareholders of supplying firms is indirect income received.

Even direct and indirect income received does not exhaust the effect. First, remember that state and local taxes are generated by this process; there is a state profits tax which is clearly affected by the sales. There are also property taxes, whose base depends on the existence of viable businesses. Second, remember that the direct and indirect income raises the income levels of residents of Massachusetts. When people have higher incomes, they typically spend more--and some of that additional spending (induced spending, it is called) is done in Massachusetts. This induced spending in Massachusetts leads to more direct and indirect income (provided there were unemployed workers available--which, regrettably, they are in abundance in all of New England); which in turn sets off additional spending, which creates more income, which leads to more spending. . . . The process can be thought of as going on forever; but the amounts involved rapidly become small. The amounts spent are always greater than the income generated as a result on any one round, because some of the purchases are, directly or indirectly, from out of state firms, and some money leaves for federal taxes. Further, when income rises by some amount, the additional spending starting off the next round is smaller than the income creating it. This whole process is called a multiplier chain, and the total extra income ultimately emanating from this source is called induced income. Now, the total income in Massachusetts attributable to the shoe exports is the sum of the direct, the indirect and the induced income. This sum could be either greater or less than the total sales, depending on the exact relationships involved. Obviously, the sum of direct, indirect and induced income is a more complete measure of the impact of shoe exports than direct income alone.

Along with income, measures of impact of exports on the Massachusetts economy which help in understanding are the amount of state tax receipts involved, and the number of jobs created. One can also consider the total volume of sales of all industries attributable to the exports. All of these can be considered in terms of direct effects only, or in terms of direct, indirect and induced effects. The sum of direct, indirect and induced effects--let us call this sum the total effect--is always greater than the direct effect alone. Total income attributable to a particular export is always greater than direct income only; total employment is always greater than direct employment; and so forth. Total effects are clearly the ones needed to provide a comprehensive understanding of the effects of exports on the economy. Regrettably, total effects are also much more difficult to estimate accurately, since they require vast amounts of information on the interrelations of the industries in the economy.

Clearly, nothing in this analysis is peculiar to the shoe industry. It pertains just as well to the travel service industry. Technical problems of estimation become more difficult in the travel service industry because of the variety of businesses and the variable content of sales; and also because of the fact that there are many more small businesses in which self-employment is a significant fraction of labor income. But these are technical problems which make estimation more difficult, and not differences in principle. An essential ingredient in the estimation of indirect and induced income, employment and sales or tax receipts is a very complex body of information known as an input-output table. Such a table shows the amount of purchases by any one industry from each of the other industries, as well as payments to workers. Putting together an input-output table which is reasonably accurate is a massive amount of work. By present standards, a "small" tables distinguishes about 80 industries (called an "80-sector tables)--which requires some 6,400 entries. Larger ones tend to be more precise, in that the individual industries can be spelled out more specifically, rather than being lumped together with other industries only vaguely related.

We have expended considerable effort on this aspect of the work. The heart of our analytic machine here is a table published by the U.S. Department of Commerce, Bureau of Economic Analysis (the "BEA Table") based in the 1967 Census of Business. This table is one of the largest in existence; it distinguishes 484 industries (which means that the resulting table has some 234,000 entries!) for the United States as a whole. We have adapted this table for Massachusetts and, in the process, updated some of its components with information derived from the 1972 Census of Business. (A new table, based on the 1972 Census of Business, was released by the BEA in the late spring of 1979. We shall adapt the new table for use in future Reports.)

The analysis of the economic impact of travel expenditures proceeds as follows: first, figures are given on the direct impact of travelers' expenditures on the economy of individual counties, as measured by the amount of payrolls (income from wages and salaries) directly due to travelers' expenditures. Second are given the total impact figures (direct, indirect, and induced) of travelers' expenditures, as measured (successively) by the gross sales, the income, the employment, and the state receipts generated by travelers' expenditures.

Direct Impact

Table 5 shows estimates of employment for each county, for each season, directly attributable to travelers' expenditures. This employment (mostly in hotels, restaurants and retail businesses) does not include the self-employed owners of the small businesses which characterize these industries--the store owners, service station owner-managers, motel owner-managers, family-run restaurants. It includes only employees, hired for wages. In Table 6, the estimates of employment in each county are presented as percentages of all employment in private firms in the county.

These percentage figures compare employment due to travelers' expenditures with all non-public employment, not with all employment, because that is the way the data are available. Since some public employees (e.g., police, lifeguards) are employed because of the presence of travelers, inclusion of public employees would raise both the number of employees due to travelers' expense and (of course) the total employment figure for the county--whether the percentage computed with public employees considered (if it were possible to do so) would rise or fall is an open question.

The employment figures given are full-time-equivalent employment--a statistical artifact meaning an amount of employment equivalent to one person working full time for the period in question. In the travel service industry, there is a great deal of part-time and seasonal employment. As a consequence, there are many more individual workers involved than is apparent from the statistics themselves.

Tables 7 and 8 are similar to Tables 5 and 6. They show, respectively, the total payrolls for the employment shown in Table 5, and the percentage of those payrolls to all payrolls in the county. The percentages in Table 8 are uniformly lower than the percentages of Table 6, reflecting the fact that reported wages in travel service industries are lower than reported wages in other industries. The figures used, however, are reported wages, not wages plus tips, meals, room and other non-payroll benefits often associated with travel service sector employment. Tables 7 and 8 consequently understate the importance of these industries in the economy of the various counties.

In Table 9 are shown estimates of state tax receipts collected directly from travelers through the rooms tax, meals tax, sales tax, liquor excise tax and gasoline tax. For the state as a whole, these amounted to $58 million for calendar year 1978. Since total expenditures in 1978 were $1,273 million, state tax collections amount to about 4.6 percent of travelers' expenditures. (This is a lower percentage than in 1977, because the meals tax was lowered from 8 percent to 5 percent on Jan. 1, 1978.) The collections from individual counties are approximately proportional to the expenditures in the county. The percentage of expenditures going to taxes varies slightly across areas and seasons, depending on the composition of travelers' expenditures.

These direct tax collections do not include taxes collected as a result of the increased income in Massachusetts which stemmed from the travelers' expenditures. Additional income leads to additional income tax receipts, and to additional expenditures on goods subject to tax--such as restaurant meals, autos, gasoline and the like. Analysis of the total impact of travelers' expenditures on state tax receipts is discussed in the next section. The tables discussed there show that each dollar of travelers' expenditures raised state tax receipts by about 11 cents.

Total Impact

As pointed out above, the direct impact of travelers' expenditures by no means captures the entire impact of those expenditures. The full effect requires consideration of the effect on the suppliers of the travel service industries, and on the behavior of those whose income is raised as a consequence of this. This full effect, though, cannot be calculated at the county level. To do so, we would need not one, but fourteen input-output tables. Worse, we would need data on the location of suppliers of each product located within the county. Such information is totally unavailable, and cannot be obtained without a major study within each county. The input-output data for Massachusetts can provide information about the impact of expenditures of travelers on the state as a whole--even though it cannot show the effect on the individual counties.

This problem points up one important aspect of the state's economy: no section of the state exists in isolation. Travel service industries in Barnstable County have suppliers, one presumes, in Bristol and Suffolk and other counties. Hence travelers' expenditures in Barnstable County affect the economies of many--perhaps all--of the other counties in Massachusetts because of indirect effects and because of induced effects. Similarly, a travelers' dollar spent in Berkshire or Bristol or Essex County has indirect and induced effects which are felt all over the state. Suppose that it were possible to do the analysis of indirect and induced effects at the county level as well as the state level; then it would be possible to document the intercounty effects and to measure them numerically. One could then compare the effect on the state as a whole of a dollar of travelers' expenditure with that of the effect on the county in which it occurred, and see the difference. Since such measurement is not possible, we merely point out that it is unquestionable that the impact on the state as a whole is greater than the impact on the county in which the expenditure occurred. An economic stimulus anywhere in the state will be felt, in greater or smaller measure, in other parts of the state.

The total impact of an increase in travelers' spending is manifested only over time. There is a lag in time--perhaps a substantial one--after the initial expenditure before the effect on all suppliers, suppliers of suppliers, suppliers of suppliers of suppliers and so on has worked itself out. Similarly, the resulting change in the behavior of individuals as a consequence of their increased earnings--and of the state government as a result of its increased tax revenue will be worked out only over periods of time. The tables presented are "timeless"; they present only the final impact on the economy--the impact to be expected after all adjustments have taken place. Studies of speed of adjustment for the national economy show that a large proportion of the impact will be felt within one year, and virtually all within two. We would expect that the response within Massachusetts to be rather faster than this.

Tables 10 through 13 show the estimates of this total impact of travelers' expenditures on the economy of Massachusetts. Those tables are made up of aggregates: dollar volume of sales, of income, of tax receipts, number of jobs. The amounts are large and important to the economy; that is clear.

Inventory of Hotel/Motel Rooms

A thorough version of our inventory of hotels and motels in Massachusetts has recently been completed. A listing of the establishments, by county and town, will soon be made available in a separate publication. The information obtained on each establishment includes the annual dates of opening and closing, if not open year-round; and the number of rooms. From this, we have compiled summary tables showing the number of rooms available, by month, for each county. They are given for each of three size classes (50 or fewer rooms, 51 to 150, and greater than 150 rooms) and for the total, in Tables A1 through A4.

Since we have estimated the number of occupied rooms by month for each county, an average occupancy rate for each county is implied. For one county--Suffolk--there is available an independent survey of occupancy rates by month, a survey conducted by Horwath and Horwath, Inc. Our results, obtained by a totally different procedure, came out very close to the figures of the Horwath and Horwath study. We take this as confirmation of the basic validity of our procedures.

Average Expenditures per Visitor Day

Table 15, showing estimated average expenditures per visitor day by type of lodging used for each of the years 1975, 1976 and 1977,is given at the end of the tables section. Another table (A6), immediately following, gives the average expenditure in each of the counties for 1977.

It is apparent that there is a large variation of average expenditures among the various lodging types. This is due to a number of causes. Compare, for example, the highest (commercial lodgings) with the lowest (camping). Campers' expenditures for lodging are always lower than users of commercial lodging. Campers cook more of their own meals (rather than eat in restaurants). Campers stay (of course) in more rural areas, where prices tend to be lower than in the larger cities (where the bulk of users of commercial lodgings stay). Campers tend to come in larger size parties (typically families) and so some of their expenditures per person are lower (e.g., gasoline costs).

There is also considerable variation among counties in average expenditure per visitor day. The primary cause of this variation appears to be twofold: first, variation in the price hotel/motel accommodations among the counties; and second, variations in the mix of accommodations used by visitors. Thus, Suffolk County has the highest expenditures per visitor day among all counties because Suffolk has both the highest prices for commercial lodgings of any county, and also has the highest proportion of visitors staying in commercial lodging. The lowest average expenditures are found in Norfolk County and in Barnstable,Dukes and Nantucket Counties. This is not due to lower average prices in those areas (prices in the latter counties are certainly not lower than elsewhere!) but because there are relatively high proportions of non-commercial lodging users.

Information in Other Publications

Earlier in 1979, we prepared two other publications with information on travel and tourism in Massachusetts. One of these is a Directory of hotels and motels; of campgrounds; and of selected site attractions. The hotel-motel inventory lists all known hotels and motels in Massachusetts as of early 1979, with name, address, number of rooms, convention and banquet capacities, and telephone numbernumber. The main listing is arranged by town; a separate index list is arranged alphabetically by hotel name, giving the location. The campground inventory is similar; it gives the name, address and telephone number of each campground, the number of campsites in each, and the dates of opening and closing. The inventory of selected site attractions gives a selective list of attractions, by county and town, divided into categories of sightseeing, recreation and amusements.

The other publication is "Facts on Travel and Tourism in Massachusetts" ("The Factbook," for short), a compilation of statistical data on the economy of the Commonwealth, with special emphasis on travel and tourism. Some of the information appearing in this Report appears (for 1977 data) in the Factbook; the Factbook also contains other information not appearing in this Report.

Chapter II

Reliability of the Estimates

Data presented in this Report are estimates based on samples. As such, all figures are subject to sampling error--that error which inevitably arises when estimates are based on anything less than a complete enumeration of the population. Contact with each of the millions of travelers who enter Massachusetts each year is physically impossible (and any attempt to come close would be enormously expensive); so sampling error is inevitable.

As explained in some detail in the Reports for 1975 and 1976, the primary sources of information are the special reports of rooms tax liability incurred in each month by Massachusetts hotels and motels; monthly data on room rates and persons per room collected from a sample of hotels; and surveys administered by our personnel to a sample of visitors entering the Commonwealth. (Supplementary data are also obtained from a variety of sources and are used for specific purposes in the study.) Careful study of the procedures will show that possible sources of error in the figures are many. We attempt, of course, to minimize the impact of these errors; we think we have been reasonably successful in doing so. Some general rules to follow in interpreting the figures should be noted carefully, however. In particular, note the following general principles.

Rule 1: Within any table or set of tables, figures for totals are always more accurate than figures for the components. In particular:

a) Year totals are more accurate than season totals.

b) State totals are more accurate than individual county totals.

c) For tables in matrix format (visitor day tables, expenditures by travelers tables, total impact of travelers expenditures tables): the row totals are more accurate than any of the components along the row; column totals are more accurate than the individual components down the column.

An example illustrates these rules. For the state as a whole, Table 1 shows total visitor days to be 42.7 million. The percentage error in this figure should be less than the percentage error in the figures for the individual counties which make up this total. The percentage error in the Barnstable County total of 11.6 million, or the Berkshire County total of 0.9 million will be greater than the percentage error in the 42.7 million state total.

The state total of 42.7 million visitor days is composed of the sum of five different primary purposes of visit: 4.7 million for business, 3.9 million for personal business, 1.5 million for conventions, 15.8 million for visiting friends or relatives, and 16.8 million for recreation, sightseeing or entertainment. The expected percentage error in each component is higher than that for the total for all purposes, 42.7

million. A similar result holds for the breakdown of the 42.7 million into five types of accommodations, or into four seasons.

Note that Table 1 breaks down into a series of smaller tables. The six rows for "year" are the sums of the corresponding rows in each of the "season" subtables. For each season, there are totals of the various types of accommodations, and for the various purposes of visit. Again, any total is more accurate, in percentage terms, than the components from which the total is formed. In the summer season, for example, the state total of visitor days spent with friends and relatives is 6.7 million; this figure (while less accurate than the statewide summer total of 18.7 million) is more accurate than the individual components of 0.1 million for business, 0.3 million for personal business, 0.1 million for conventions, 4.7 for visiting friends and relatives, and 1.4 for recreation, sightseeing and entertainment.

The summer season for the state lists a total of 10.9 million visitor days for the purpose " recreation, sightseeing and entertainment." A breakdown of these into type of lodging used shows 3.7 million in commercial lodgings, 3.9 in second homes and rental accommodations, 1.4 with friends and relatives, 1.0 camping and 0.9 in day trips. The sum, 10.1 million, has a smaller expected percentage of error than any of the components.

In general, the following rule is always valid: any total is more accurate (in percentage terms) than the components which make up the total. Put differently, the breakdown of any total yields components less accurate than the total.

Rule 2: Breakdowns by seasons, by county, and by type of accommodations are more accurate than breakdowns by purpose of visit.

A particular travel party may have more than one purpose for a particular trip--visiting friends and relatives can be combined with recreation, with attending a convention, with business, or with personal business. Indeed, almost any combination of purposes is possible for particular trips. By contrast, season is clear: a particular month is in one season, not in another. Similarly, on a given night, a party stays in commercial lodging or in a campground or with friends or relatives or makes other arrangements; there is no overlapping of accommodations. Similarly, a party cannot stay in two counties simultaneously.

Rule 3: Figures for commercial lodgings totals are more accurate than the figures for other types of lodging.

Figures on total person nights in commercial lodging are in each county, and each season, the first items estimated. The other cells of each matrix are derived as ratios to this total; these ratios are obtained from information derived from the survey results. Additional sampling error is involved; hence the estimates are less accurate.

Rule 4: Figures for day trips are the least accurate of all types of accommodations.

These are, by definition, short visits; they are mostly from residents of neighboring states. It is very difficult to get good data on these visits.

Rule 5: The expected percentage error of any estimate decreases as its size increases.

The size of an estimate is closely related to the number of questionnaires on which it is based; sampling error decreases as sample size increases. The figure on visitor days in camping in winter for purpose of personal business, for example, is not accurate. It represents only a few questionnaires. That figure, though, is 0.2 percent of all winter camping visitor days, 0.02 percent of all winter visitor days, and 0.003 percent of all visitor days for the year. The percentage error in that cell may be very great. Looked at properly, though, the figure indicates that winter camping for personal business is an insignificant part of total travel and tourism in Massachusetts. There is little question about the accuracy of that result.

Some of the cells are zero. That occurs whenever there were no responses to the survey which fell into the category. It does not mean that the actual number in the category was exactly zero. It means, rather, that our evidence shows that the true number is very small relative to the totals. Rather than invent, arbitrarily, small numbers to put in the table to look "realistic," we have left them as zeroes.

The estimates can be used for a variety of purposes; some of these require a greater degree of precision than others. Consider three sets of questions as examples:

Set 1. How important is travel and tourism in the Massachusetts economy? About how many people come in a typical year? Where do they go? Where do they stay? Why do they come? How does the importance of travel and tourism vary among counties? Set 2. Are there consistent trends over fairly long periods of time (five to ten years) in the answers to the question in Set 1? Is travel and tourism rising or falling? Is the distribution of visitor days among counties changing? Are there tendencies for the proportions of visitor days in various types of lodging to change? Is travel and tourism becoming more important or less important to the Massachusetts economy? Set 3. How do the number of visitor days in a particular county compare with the previous year, season by season? Which purposes of visit have accounted for any observed changes? How do the numbers coming for a specified purpose, staying in a specified type of lodging, compare between this year and last year?

The degree of accuracy required in estimates increases considerably between Set 1 and Set 2, and considerably more between Set 2 and Set 3. We are confident that our data are sufficiently accurate to provide reliable answers to the questions in Set 1. Answers to questions in Set 2 require reports extending over a longer period than the Massachusetts Reports extend so far (the earliest Report is for 1975). We believe the methods are sufficiently sound that, when enough reports have accumulated, that any trends clearly visible in the data could be taken as valid.

Answers to the questions in Set 3 require very precise data. We call attention once again to the rule concerning the accuracy of data. For any county, it is likely that a large change in an item which is itself a large percentage of the total for the county does in fact represent a true change. A small change in any item may be simply the result of sampling error; changes of only a few percent ought to be considered as indistinguishable from "no change." In items which are very small percentages of the county or state total (such as the number for winter camping for personal business), year to year comparisons should not be made. Any item which is essentially insignificant as a percentage of the year's total should be considered to be just that: insignificant. No attempt should be made to consider year to year changes in those items.

The general rule for year to year change comparisons, then, is as follows:

1. Compare only larger totals, not individual components, if at all possible.
2. Treat small percentage changes as being not significantly different from "no change."
3. Do not compare small components on a year-to-year basis.

Chapter III

Benefits and Costs of Travel and Tourism

Tourism in Massachusetts has a number of important benefits, and also important costs. Some--but not all-- of the benefits are considered by the economic impact figures presented herein: viz., the impact of travel and tourism on income, employment and tax revenue within the state. Other benefits have been ignored. These benefits include the intangible benefits of contact with out-of-state visitors, giving Massachusetts people a broader outlook and (often) a better appreciation of their home state and its advantages; and the mutual exchange of ideas, ranging from casual conversation about everyday matters to interchange of technological information.

There are also costs involved to Massachusetts in such a large volume of travel into the Commonwealth. Some of these costs are paid for completely by the travelers; typical examples are the costs of food furnished, costs of gasoline sold to them, costs of providing hotel services. All of these are provided voluntarily by private individulas and firms; so it is a safe assumption that the costs incurred by these private sellers are paid in full by the travelers.

But there are sometimes other costs not paid by the private sellers--costs which ultimately fall on Massachusetts residents. Some of these take the form of additional public services needed--additional police work, for example, in directing traffic (and, at times, for protection of property); additional road maintenance, public toilets, guards at public sites. Other costs are less tangible: additional traffic congestion and noise, the changing of a quiet village or site into one filled with the hustle and bustle of tourist activity, the conversion of certain sites from use by local residents to travel service activities--all of these intangible factors may be considered serious costs of tourism by some individuals. Those costs have been ignored completely in this study.

A balanced appraisal of the net benefits of travel and tourism should take into account all of these factors. We have not done so; nor, to our knowledge, has any other research study done so successfully. The reason is simple. The economic benefits of travel and tourism are quantifiable and measurable; they can all be reduced to numbers of dollars, and to numbers of jobs. The other factors cannot be so treated, without bringing in a whole series of assumptions about the value of certain amenities or disamenities--assumptions about which no consensus appears to exist.

Why are some factors measurable with little or no ambiguity, and others not? The answer is simple. The measured economic impact ultimately deals with activities which take place in what economists call markets. Markets are not necessarily physical sites, but arrangements by which buyers and sellers make voluntary transactions. These transactions involve the exchange of money for goods or services, thereby putting a dollar value on things which could otherwise not be quantified. How much is a person worth? What is the value of a quiet village to a resident? We are at a loss to answer. Yet, to the question, "How much is a week's work by a typical restaurant cook worth?", we can find a reasonable answer. There are rates at which restaurant cooks are hired voluntarily, and work voluntarily. The existence of a "market" for restaurant cooks--i.e., the fact that restaurant cooks sell their services--gives us an objective way to quantify the value of their services. No such "markets" exist for congestion, noise, or cultural broadening by contact with visitors. Hence no easy quantification of the non-economic impact of travel and tourism is available.

Decisions about support or lack of support for travel and tourism activities is ultimately a political decision--i.e., a decision which involves a conscious weighing of factors which cannot be unambiguously reduced to some units (such as dollars) and so cannot be easily compared. It is entirely inappropriate for us to attempt to do so, or to inject our personal opinions on the matter.

For those who do make such decisions, the data in this Report should provide a starting point. The matrix formulation, allowing consideration of individual cells, may prove useful also, since it allows consideration of individual categories of travelers, rather than simply travel as a whole.

TABLE 1 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN STATE

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER							
	BUSINESS	554809.	30918.	350005.	0.	121187.	1056919.
	PERSONAL	297779.	71919.	320822.	1079.	135147.	826745.
	CONVENTION	265018.	436.	49511.	0.	37478.	352443.
	VISIT F/R	338142.	64527.	2261754.	0.	100412.	2764835.
	REC/S/ENT	494384.	216080.	244359.	49683.	201249.	1205756.
	TOTAL	1950132.	383881.	3226451.	50762.	595473.	6206699.
SPRING							
	BUSINESS	673228.	39352.	487475.	0.	183015.	1383070.
	PERSONAL	371175.	159234.	477678.	1634.	216797.	1226568.
	CONVENTION	534782.	399.	79065.	0.	69722.	683968.
	VISIT F/R	472388.	82621.	3346060.	0.	151069.	4052137.
	REC/S/ENT	1046410.	763764.	431549.	205912.	328462.	2776097.
	TOTAL	3097983.	1045420.	4821827.	207546.	949066.	10121841.
SUMMER							
	BUSINESS	585737.	25572.	140377.	1425.	95803.	848914.
	PERSONAL	141815.	206975.	313526.	1818.	199308.	863443.
	CONVENTION	235714.	4688.	109437.	0.	0.	349840.
	VISIT F/R	305018.	90391.	4724788.	72848.	134515.	5327559.
	REC/S/ENT	3713432.	3867090.	1410957.	1049144.	877914.	10918536.
	TOTAL	4981716.	4194716.	6699085.	1125235.	1307540.	18308292.
FALL							
	BUSINESS	704315.	36819.	430246.	0.	155856.	1327237.
	PERSONAL	378840.	104543.	384600.	1488.	176109.	1045579.
	CONVENTION	242116.	695.	60755.	0.	37126.	340693.
	VISIT F/R	436902.	76784.	2821077.	0.	129196.	3463958.
	REC/S/ENT	742129.	389929.	331294.	98023.	266076.	1827450.
	TOTAL	2504302.	608771.	4027971.	99511.	764363.	8004917.
YEAR							
	BUSINESS	2518089.	132662.	1408103.	1425.	555862.	4616140.
	PERSONAL	1189609.	542721.	1496626.	6018.	727361.	3962335.
	CONVENTION	1277630.	6219.	298768.	0.	144326.	1726943.
	VISIT F/R	1552450.	314322.	13153678.	72848.	515191.	15608490.
	REC/S/ENT	5996355.	5236863.	2418159.	1402762.	1673701.	16727840.
	TOTAL	12534133.	6232787.	18775334.	1483053.	3616441.	42641749.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 2 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN STATE

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	1157167.	62687.	726810.	0.	248407.	2195072.
	PERSONAL	624309.	158042.	657143.	2309.	283679.	1725483.
	CONVENTION	492207.	747.	100924.	0.	70580.	664458.
	VISIT F/R	694236.	131124.	4697865.	0.	205436.	5728661.
	REC/S/ENT	1084571.	498755.	513753.	120776.	420723.	2638578.
	TOTAL	4052489.	851356.	6696496.	123085.	1228826.	12952252.
MAY-JUNE	BUSINESS	460386.	27279.	343287.	0.	132342.	963295.
	PERSONAL	256577.	120868.	340411.	1152.	157576.	876584.
	CONVENTION	391214.	317.	55239.	0.	50977.	497747.
	VISIT F/R	337774.	57535.	2392502.	0.	109196.	2897008.
	REC/S/ENT	797957.	616420.	319900.	166708.	240126.	2141112.
	TOTAL	2243908.	822419.	3451339.	167860.	690218.	7375745.
JULY-AUG	BUSINESS	411661.	16688.	98436.	537.	71294.	598616.
	PERSONAL	95567.	140731.	177679.	1674.	143904.	559556.
	CONVENTION	123316.	2952.	85355.	0.	0.	211623.
	VISIT F/R	217162.	60934.	3337713.	52047.	94078.	3761933.
	REC/S/ENT	2757441.	2987152.	1047546.	800312.	642588.	8235040.
	TOTAL	3605147.	3208457.	4746729.	854571.	951864.	13366768.
SEPT-OCT	BUSINESS	470020.	24829.	233746.	888.	96165.	825648.
	PERSONAL	207746.	121937.	315524.	906.	135571.	781684.
	CONVENTION	264169.	2118.	52287.	0.	21238.	339812.
	VISIT F/R	287026.	62770.	2677688.	20801.	99704.	3147989.
	REC/S/ENT	1344176.	1131291.	528552.	315029.	352140.	3671188.
	TOTAL	2573138.	1342946.	3807795.	337624.	704818.	8766321.
YEAR	BUSINESS	2499235.	131484.	1402279.	1425.	548208.	4582631.
	PERSONAL	1184200.	541578.	1490757.	6041.	720731.	3943307.
	CONVENTION	1270906.	6134.	293805.	0.	142795.	1713640.
	VISIT F/R	1536198.	312363.	13105768.	72848.	508414.	15535591.
	REC/S/ENT	5984144.	5233619.	2409751.	1402825.	1655578.	16685917.
	TOTAL	12474683.	6225178.	18702359.	1483140.	3575725.	42461085.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 3 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN STATE -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	30059.	814.	7970.	0.	1938.	40780.
	PERSONAL	15654.	1894.	7305.	0.	2161.	27013.
	CONVENTION	15748.	11.	1127.	0.	599.	17486.
	VISIT F/R	14697.	1469.	39694.	0.	1092.	56953.
	REC/S/ENT	22059.	6141.	6444.	517.	6621.	41782.
	TOTAL	98217.	10329.	62540.	517.	12412.	184014.
SPRING	BUSINESS	36788.	1050.	11290.	0.	2974.	52102.
	PERSONAL	19614.	4251.	11063.	0.	3523.	38451.
	CONVENTION	32884.	11.	1831.	0.	1133.	35859.
	VISIT F/R	20641.	1908.	59660.	0.	1665.	83874.
	REC/S/ENT	45972.	22065.	11587.	2168.	11023.	92816.
	TOTAL	155899.	29285.	95431.	2168.	20318.	303102.
SUMMER	BUSINESS	30919.	206.	2941.	66.	2327.	36459.
	PERSONAL	7516.	1664.	6568.	84.	4841.	20674.
	CONVENTION	14861.	38.	2293.	0.	0.	17192.
	VISIT F/R	14522.	0.	89393.	931.	1582.	106428.
	REC/S/ENT	164320.	98881.	25171.	15580.	18094.	322047.
	TOTAL	232139.	100789.	126366.	16660.	26844.	502799.
FALL	BUSINESS	40894.	1027.	10421.	0.	2648.	54990.
	PERSONAL	21416.	2916.	9315.	0.	2992.	36638.
	CONVENTION	15052.	19.	1471.	0.	631.	17174.
	VISIT F/R	20323.	1850.	52500.	0.	1484.	76159.
	REC/S/ENT	34679.	11729.	9303.	1076.	9307.	66094.
	TOTAL	132364.	17542.	83010.	1076.	17063.	251055.
YEAR	BUSINESS	138660.	3097.	32621.	66.	9887.	184331.
	PERSONAL	64200.	10725.	34252.	84.	13517.	122777.
	CONVENTION	78545.	79.	6723.	0.	2363.	87710.
	VISIT F/R	70184.	5227.	241247.	931.	5824.	323413.
	REC/S/ENT	267030.	138817.	52505.	19342.	45045.	522738.
	TOTAL	618619.	157945.	367348.	20422.	76636.	1240970.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R-FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 4 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN STATE -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	37620.	1652.	16557.	0.	3987.	59816.
	PERSONAL	20296.	4166.	14970.	0.	4553.	43985.
	CONVENTION	16002.	20.	2299.	0.	1133.	19453.
	VISIT F/R	18987.	2980.	82682.	0.	2239.	106889.
	REC/S/ENT	88899.	14065.	13563.	1263.	13880.	131670.
	TOTAL	181804.	22883.	130071.	1263.	25792.	361814.
MAY-JUN	BUSINESS	15147.	728.	7951.	0.	2151.	25976.
	PERSONAL	8441.	3226.	7884.	0.	2561.	22112.
	CONVENTION	12871.	8.	1279.	0.	828.	14987.
	VISIT F/R	9360.	1328.	42658.	0.	1203.	54550.
	REC/S/ENT	66397.	17808.	8589.	1755.	8059.	102608.
	TOTAL	112215.	23099.	68361.	1755.	14802.	220233.
JUL-AUG	BUSINESS	11547.	134.	2062.	25.	1732.	15500.
	PERSONAL	2681.	1131.	3722.	77.	3495.	11107.
	CONVENTION	3459.	24.	1788.	0.	0.	5271.
	VISIT F/R	9061.	0.	63150.	665.	1106.	73982.
	REC/S/ENT	139197.	76381.	16688.	11885.	13244.	259395.
	TOTAL	165945.	77671.	89411.	12652.	19577.	365256.
SEP-OCT	BUSINESS	15130.	438.	5400.	24.	1846.	22838.
	PERSONAL	6687.	2152.	7289.	24.	2603.	18755.
	CONVENTION	8504.	37.	1208.	0.	408.	10157.
	VISIT F/R	9607.	802.	50260.	266.	1156.	62091.
	REC/S/ENT	85692.	30047.	11110.	4420.	9068.	140337.
	TOTAL	125620.	33477.	75266.	4733.	15080.	254177.
YEAR	BUSINESS	79443.	2953.	31969.	48.	9716.	124129.
	PERSONAL	38106.	10676.	33865.	101.	13212.	95959.
	CONVENTION	40835.	89.	6574.	0.	2369.	49868.
	VISIT F/R	47016.	5111.	238750.	931.	5705.	297513.
	REC/S/ENT	380185.	138302.	51951.	19323.	44250.	634011.
	TOTAL	585585.	157131.	363109.	20404.	75251.	1201480.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 5   CALENDAR YEAR 1978

EMPLOYMENT DUE TO TRAVELLERS EXPENDITURES

DIRECT EFFECT ONLY

COUNTY	WINTER	SPRING	SUMMER	FALL	YEAR
BARNSTABLE	2133.	11806.	30608.	4656.	12588.
BERKSHIRE	1280.	1075.	2149.	1034.	1370.
BRISTOL	3823.	4465.	5857.	4007.	4539.
DUKES	106.	888.	2321.	268.	868.
ESSEX	2172.	3651.	5896.	3587.	3858.
FRANKLIN	246.	220.	624.	377.	371.
HAMDEN	1192.	1381.	2168.	1553.	1576.
HAMPSHIRE	385.	566.	713.	546.	556.
MIDDLESEX	7041.	7590.	7347.	7252.	7311.
NANTUCKET	93.	663.	1862.	305.	699.
NORFOLK	2802.	3632.	3154.	2500.	3008.
PLYMOUTH	488.	921.	2075.	627.	1032.
SUFFOLK	8973.	12229.	13128.	10803.	11291.
WORCESTER	1381.	1892.	2695.	2007.	1996.
STATE	32104.	50980.	80597.	39522.	51064.

TABLE 6   CALENDAR YEAR 1978

EMPLOYMENT DUE TO TRAVELLERS EXPENDITURES - AS PERCENTAGES

DIRECT EFFECT ONLY

COUNTY	WINTER	SPRING	SUMMER	FALL	YEAR
BARNSTABLE	7.0	31.3	64.9	12.8	32.4
BERKSHIRE	2.7	2.2	4.3	2.1	2.8
BRISTOL	2.6	2.9	3.8	2.5	3.0
DUKES	5.3	32.6	59.5	11.0	32.4
ESSEX	1.1	1.8	2.9	1.8	1.9
FRANKLIN	1.6	1.4	3.9	2.3	2.3
HAMDEN	.8	.9	1.4	1.0	1.0
HAMPSHIRE	1.4	2.0	2.6	1.9	2.0
MIDDLESEX	1.4	1.5	1.4	1.3	1.4
NANTUCKET	7.1	38.1	68.8	20.3	40.9
NORFOLK	1.5	1.9	1.6	1.3	1.6
PLYMOUTH	.6	1.1	2.5	.7	1.3
SUFFOLK	2.3	3.0	3.2	2.6	2.8
WORCESTER	.7	.9	1.3	.9	.9
STATE	1.6	2.5	3.9	1.9	2.5

TABLE 7   CALENDAR YEAR 1978

PAYROLLS DUE TO TRAVELLERS EXPENDITURES - IN THOUSANDS OF DOLLARS

DIRECT EFFECT ONLY

COUNTY	WINTER	SPRING	SUMMER	FALL	YEAR
BARNSTABLE	2632.	14315.	41849.	6331.	65127.
BERKSHIRE	1440.	1238.	2636.	1585.	6899.
BRISTOL	4280.	5185.	6954.	5108.	21527.
DUKES	147.	1002.	3192.	430.	4771.
ESSEX	2285.	3997.	6726.	4290.	17298.
FRANKLIN	249.	238.	700.	424.	1611.
HAMDEN	1493.	1811.	2805.	2045.	8153.
HAMPSHIRE	377.	551.	760.	553.	2241.
MIDDLESEX	8180.	9524.	9149.	9615.	36467.
NANTUCKET	123.	846.	2473.	456.	3897.
NORFOLK	3634.	4666.	4127.	3553.	15980.
PLYMOUTH	590.	1118.	2625.	818.	5151.
SUFFOLK	12559.	17956.	18623.	16312.	65450.
WORCESTER	1531.	2184.	3042.	2298.	9055.
STATE	39520.	64630.	105660.	53817.	263627.

TABLE 8 CALENDAR YEAR 1978

PAYROLLS DUE TO TRAVELLERS EXPENDITURES - AS PERCENTAGES OF ALL EMPLOYMENT

DIRECT EFFECT ONLY

COUNTY	WINTER	SPRING	SUMMER	FALL	YEAR
BARNSTABLE	4.0	18.5	44.0	7.6	20.2
BERKSHIRE	1.1	.9	1.9	1.0	1.2
BRISTOL	1.3	1.4	1.9	1.3	1.5
DUKES	3.2	19.0	42.3	8.1	21.0
ESSEX	.5	.7	1.3	.8	.8
FRANKLIN	.7	.6	1.7	1.0	1.0
HAMDEN	.4	.4	.7	.5	.5
HAMPSHIRE	.6	.8	1.2	.8	.8
MIDDLESEX	.5	.6	.6	.6	.6
NANTUCKET	4.9	24.8	47.3	13.1	26.7
NORFOLK	.7	.9	.7	.6	.7
PLYMOUTH	.3	.6	1.4	.4	.7
SUFFOLK	1.0	1.4	1.4	1.2	1.3
WORCESTER	.3	.4	.5	.4	.4
STATE	.7	1.1	1.8	.9	1.1

TABLE 9 CALENDAR YEAR 1978

TAX RECEIPTS DUE TO TRAVELLERS IN MASSACHUSETTS -- CALENDER YEAR 1978

IN THOUSANDS OF DOLLARS

DIRECT EFFECT ONLY

COUNTY	WINTER	SPRING	SUMMER	FALL	YEAR
BARNSTABLE	726.	3943.	10247.	1748.	16664.
BERKSHIRE	358.	305.	545.	391.	1600.
BRISTOL	1098.	1327.	1738.	1311.	5473.
DUKES	39.	272.	811.	116.	1238.
ESSEX	564.	984.	1550.	1059.	4157.
FRANKLIN	57.	54.	163.	98.	372.
HAMDEN	335.	404.	650.	458.	1847.
HAMPSHIRE	91.	133.	189.	134.	546.
MIDDLESEX	2016.	2343.	2091.	2372.	8822.
NANTUCKET	34.	232.	608.	125.	999.
NORFOLK	874.	1120.	912.	855.	3761.
PLYMOUTH	149.	282.	643.	207.	1281.
SUFFOLK	2535.	3606.	3739.	3300.	13179.
WORCESTER	416.	592.	795.	625.	2428.
STATE	9292.	15597.	24679.	12798.	62367.

TABLE 10 CALENDAR YEAR 1978

TOTAL IMPACT OF TRAVELLER'S EXPENDITURES ON TOTAL SALES IN MASSACHUSETTS -- IN THOUSANDS OF DOLLARS

BY SEASON OF INITIATING EXPENDITURE

BY TYPE OF LODGING : BY PURPOSE OF VISIT

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	54188.	1336.	13022.	0.	3199.	71745.
	PERSONAL	28142.	3107.	11937.	0.	3567.	46752.
	CONVENTION	28614.	19.	1842.	0.	989.	31465.
	VISIT F/R	26135.	2431.	63225.	0.	1733.	93524.
	REC/S/ENT	39215.	9826.	10364.	820.	10684.	70909.
	TOTAL	176294.	16718.	100390.	820.	20173.	314395.
SPRING	BUSINESS	66295.	1724.	18457.	0.	4913.	91389.
	PERSONAL	35237.	6979.	18086.	0.	5820.	66123.
	CONVENTION	59855.	17.	2994.	0.	1872.	64738.
	VISIT F/R	36664.	3157.	95059.	0.	2643.	137523.
	REC/S/ENT	81459.	35284.	18645.	3441.	17784.	156612.
	TOTAL	279510.	47162.	153241.	3441.	33032.	516386.
SUMMER	BUSINESS	56476.	341.	4309.	105.	3411.	65142.
	PERSONAL	13733.	2761.	10740.	134.	7097.	34465.
	CONVENTION	27479.	63.	3749.	0.	0.	31291.
	VISIT F/R	26299.	0.	142270.	1504.	2725.	172797.
	REC/S/ENT	294605.	168660.	40673.	26247.	29076.	559262.
	TOTAL	418592.	171825.	202242.	27990.	42309.	862957.
FALL	BUSINESS	73785.	1685.	17029.	0.	4372.	96870.
	PERSONAL	38546.	4784.	15222.	0.	4940.	63493.
	CONVENTION	27318.	32.	2405.	0.	1041.	30796.
	VISIT F/R	36170.	3062.	83661.	0.	2355.	125248.
	REC/S/ENT	61563.	18769.	14971.	1706.	15024.	112032.
	TOTAL	237382.	28333.	133287.	1706.	27732.	428440.
YEAR	BUSINESS	250743.	5086.	53317.	105.	15895.	325147.
	PERSONAL	115658.	17632.	55986.	134.	21424.	210833.
	CONVENTION	143267.	131.	10989.	0.	3902.	158289.
	VISIT F/R	125268.	8650.	384215.	1504.	9456.	529092.
	REC/S/ENT	476842.	232539.	84653.	32214.	72569.	898815.
	TOTAL	1111779.	264037.	589159.	33956.	123246.	2122177.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 11 CALENDAR YEAR 1978

TOTAL IMPACT OF TRAVELLER'S EXPENDITURES ON INCOME OF RESIDENTS IN MASSACHUSETTS -- IN THOUSANDS OF DOLLARS

BY SEASON OF INITIATING EXPENDITURE

BY TYPE OF LODGING : BY PURPOSE OF VISIT

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	27237.	658.	6506.	0.	1669.	36069.
	PERSONAL	14192.	1530.	5963.	0.	1861.	23546.
	CONVENTION	14247.	9.	920.	0.	516.	15693.
	VISIT F/R	13107.	1175.	31674.	0.	860.	46815.
	REC/S/ENT	19715.	5092.	5390.	405.	5583.	36186.
	TOTAL	88498.	8464.	50453.	405.	10488.	158309.
SPRING	BUSINESS	33367.	850.	9228.	0.	2564.	46008.
	PERSONAL	17801.	3441.	9042.	0.	3037.	33322.
	CONVENTION	29765.	9.	1497.	0.	977.	32247.
	VISIT F/R	18422.	1528.	47675.	0.	1312.	68937.
	REC/S/ENT	41129.	18310.	9706.	1703.	9299.	80147.
	TOTAL	140483.	24138.	77148.	1703.	17189.	260660.
SUMMER	BUSINESS	27703.	145.	2395.	50.	1871.	32165.
	PERSONAL	6735.	1171.	5349.	63.	3893.	17211.
	CONVENTION	13302.	27.	1867.	0.	0.	15196.
	VISIT F/R	13209.	0.	68983.	739.	1414.	84346.
	REC/S/ENT	146349.	81446.	20520.	12434.	15409.	276159.
	TOTAL	207300.	82788.	99115.	13287.	22587.	425077.
FALL	BUSINESS	37072.	831.	8509.	0.	2230.	48692.
	PERSONAL	19424.	2358.	7606.	0.	2577.	31964.
	CONVENTION	13629.	16.	1201.	0.	543.	15390.
	VISIT F/R	18143.	1482.	41942.	0.	1168.	62735.
	REC/S/ENT	31024.	9736.	7791.	844.	7854.	57250.
	TOTAL	119293.	14423.	67049.	844.	14423.	216031.
YEAR	BUSINESS	125381.	2483.	26637.	50.	8384.	162934.
	PERSONAL	58151.	8500.	27960.	63.	11367.	106042.
	CONVENTION	70944.	60.	5485.	0.	2036.	78525.
	VISIT F/R	62881.	4185.	190274.	739.	4754.	262833.
	REC/S/ENT	238217.	114584.	43408.	15387.	38146.	449742.
	TOTAL	555573.	129813.	293764.	16239.	64687.	1060077.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 12 CALENDAR YEAR 1978

TOTAL IMPACT OF TRAVELLER'S EXPENDITURES ON EMPLOYMENT IN MASSACHUSETTS -- NUMBER OF FULL-TIME EQUIVALENT JOBS

BY SEASON OF INITIATING EXPENDITURE

BY TYPE OF LODGING : BY PURPOSE OF VISIT

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	2622.	61.	602.	0.	155.	3440.
	PERSONAL	1362.	142.	552.	0.	173.	2228.
	CONVENTION	1384.	1.	85.	0.	48.	1518.
	VISIT F/R	1245.	109.	2895.	0.	79.	4328.
	REC/S/ENT	1879.	477.	484.	37.	512.	3389.
	TOTAL	8493.	790.	4618.	37.	966.	14904.
SPRING	BUSINESS	3208.	79.	853.	0.	237.	4377.
	PERSONAL	1705.	319.	836.	0.	281.	3142.
	CONVENTION	2895.	1.	138.	0.	90.	3125.
	VISIT F/R	1747.	141.	4356.	0.	121.	6365.
	REC/S/ENT	3903.	1716.	872.	155.	852.	7497.
	TOTAL	13458.	2256.	7055.	155.	1591.	24506.
SUMMER	BUSINESS	2773.	14.	220.	5.	185.	3196.
	PERSONAL	674.	111.	490.	6.	385.	1666.
	CONVENTION	1345.	3.	171.	0.	0.	1519.
	VISIT F/R	1259.	0.	6338.	68.	134.	7800.
	REC/S/ENT	13998.	7932.	1907.	1170.	1466.	26473.
	TOTAL	20050.	8060.	9127.	1248.	2169.	40654.
FALL	BUSINESS	3567.	77.	786.	0.	211.	4640.
	PERSONAL	1864.	219.	702.	0.	238.	3023.
	CONVENTION	1320.	1.	111.	0.	50.	1483.
	VISIT F/R	1723.	137.	3829.	0.	107.	5796.
	REC/S/ENT	2948.	912.	699.	77.	719.	5355.
	TOTAL	11423.	1346.	6127.	77.	1325.	20297.
YEAR	BUSINESS	12170.	231.	2460.	5.	788.	15653.
	PERSONAL	5605.	791.	2580.	6.	1076.	10059.
	CONVENTION	6945.	6.	506.	0.	188.	7644.
	VISIT F/R	5975.	387.	17416.	68.	441.	24289.
	REC/S/ENT	22729.	11037.	3963.	1439.	3548.	42715.
	TOTAL	53424.	12452.	26927.	1517.	6041.	100361.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT

TABLE 13 CALENDAR YEAR 1978

TOTAL IMPACT OF TRAVELLER'S EXPENDITURES ON STATE TAX RECEIPTS IN MASSACHUSETTS -- IN THOUSANDS OF DOLLARS

BY SEASON OF INITIATING EXPENDITURE

BY TYPE OF LODGING : BY PURPOSE OF VISIT

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	3611.	95.	852.	0.	225.	4783.
	PERSONAL	1881.	220.	781.	0.	251.	3133.
	CONVENTION	1891.	1.	121.	0.	70.	2083.
	VISIT F/R	1780.	153.	4445.	0.	124.	6502.
	REC/S/ENT	2598.	875.	791.	68.	766.	5097.
	TOTAL	11761.	1344.	6989.	68.	1437.	21578.
SPRING	BUSINESS	4421.	122.	1206.	0.	345.	6095.
	PERSONAL	2357.	495.	1182.	0.	409.	4443.
	CONVENTION	3950.	1.	196.	0.	132.	4279.
	VISIT F/R	2502.	199.	6690.	0.	190.	9580.
	REC/S/ENT	5416.	3151.	1422.	284.	1278.	11551.
	TOTAL	18646.	3968.	10696.	284.	2354.	35947.
SUMMER	BUSINESS	3608.	19.	301.	8.	316.	4252.
	PERSONAL	877.	152.	673.	11.	657.	2369.
	CONVENTION	1741.	3.	235.	0.	0.	1980.
	VISIT F/R	1745.	0.	8965.	100.	179.	10988.
	REC/S/ENT	19335.	11444.	2815.	1614.	2448.	37656.
	TOTAL	27305.	11618.	12989.	1734.	3598.	57244.
FALL	BUSINESS	4922.	120.	1117.	0.	309.	6467.
	PERSONAL	2578.	340.	998.	0.	349.	4265.
	CONVENTION	1811.	2.	158.	0.	74.	2044.
	VISIT F/R	2467.	193.	5896.	0.	170.	8727.
	REC/S/ENT	4095.	1677.	1143.	141.	1079.	8136.
	TOTAL	15873.	2333.	9312.	141.	1981.	29640.
YEAR	BUSINESS	16561.	355.	3476.	8.	1195.	21596.
	PERSONAL	7693.	1207.	3634.	11.	1666.	14210.
	CONVENTION	9394.	8.	709.	0.	275.	10385.
	VISIT F/R	8494.	545.	25995.	100.	662.	35797.
	REC/S/ENT	31444.	17147.	6172.	2107.	5571.	62441.
	TOTAL	73586.	19262.	39986.	2226.	9369.	144429.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 14   CALENDAR YEAR 1978

AVERAGE EXPENDITURE PER VISITOR DAY BY AREA BY TYPE OF LODGING

LODGING	BERKSHIRE	PIONEER VAL	MID/SOUTH	NORTH/EAST	SUFFOLK	CAPE/ISLES	STATE
COMMERCIAL	44.97	45.07	44.03	49.51	60.23	43.10	49.35
RENT/COTT	27.70	18.04	18.06	23.20	26.56	26.49	25.34
FRIEND/REL	21.23	20.23	19.99	19.15	20.32	19.30	19.57
CAMPING	12.11	14.85	17.08	14.85	0.00	13.54	13.77
DAY TRIPS	21.38	19.83	22.21	19.31	21.79	21.61	21.19
TOTAL	32.82	28.86	25.91	27.20	39.40	27.43	29.10

TABLE 15 CALENDAR YEAR 1978

AVERAGE EXPENDITURE PER VISITOR DAY BY TYPE OF LODGING USED BY TYPE OF EXPENDITURE

LODGING	LODGINGS	EATING & DRINKING ESTAB.	GROCERY STORES	LIQUOR STORES	GAS STATIONS	LOCAL PUBLIC TRANSP	AMUSE.	MISC	TOTAL
COMMERCIAL	18.99	14.93	.85	.71	3.34	1.96	1.66	6.91	49.35
RENT/COTT	7.46	4.61	2.66	3.01	2.14	1.06	.92	3.47	25.34
FRIEND/REL	.12	5.19	1.69	1.46	2.76	.99	.77	6.58	19.57
CAMPING	1.97	3.29	1.72	.42	2.21	.42	.98	2.75	13.77
DAY TRIPS	.90	6.21	.69	2.84	2.21	1.96	1.09	5.29	21.19
TOTAL	6.87	7.99	1.50	1.55	2.78	1.35	1.09	5.98	29.10

TABLE 16 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN BARNSTABLE COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	2397.	0.	8561.	0.	7045.	18003.
	PERSONAL	3310.	14278.	10273.	0.	9826.	37688.
	CONVENTION	7991.	0.	0.	0.	1298.	9289.
	VISIT F/R	15981.	0.	103305.	0.	5747.	125033.
	REC/S/ENT	101023.	112029.	27396.	33674.	16314.	290437.
	TOTAL	130703.	126307.	149535.	33674.	40230.	480449.
SPRING	BUSINESS	12688.	0.	45309.	0.	37285.	95282.
	PERSONAL	17521.	75566.	54371.	0.	52005.	199463.
	CONVENTION	42293.	0.	0.	0.	6869.	49162.
	VISIT F/R	84579.	0.	546746.	0.	30416.	661741.
	REC/S/ENT	534668.	592920.	144996.	178220.	86343.	1537148.
	TOTAL	691749.	668486.	791422.	178220.	212918.	2542796.
SUMMER	BUSINESS	76270.	0.	13206.	0.	33670.	123145.
	PERSONAL	5180.	0.	0.	0.	76962.	82142.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	61632.	0.	984011.	41833.	33670.	1121146.
	REC/S/ENT	1703855.	2827531.	682425.	664805.	355923.	6234539.
	TOTAL	1846937.	2827531.	1679642.	706638.	500224.	7560973.
FALL	BUSINESS	5436.	0.	19413.	0.	15975.	40825.
	PERSONAL	7507.	32377.	23296.	0.	22283.	85463.
	CONVENTION	18121.	0.	0.	0.	2943.	21064.
	VISIT F/R	36239.	0.	234261.	0.	13032.	283532.
	REC/S/ENT	229086.	254045.	62126.	76361.	36995.	658612.
	TOTAL	296389.	286422.	339096.	76361.	91228.	1089496.
YEAR	BUSINESS	96791.	0.	86489.	0.	93975.	277255.
	PERSONAL	33518.	122221.	87940.	0.	161076.	404755.
	CONVENTION	68405.	0.	0.	0.	11110.	79515.
	VISIT F/R	198432.	0.	1868323.	41833.	82865.	2191453.
	REC/S/ENT	2568632.	3786525.	916943.	953060.	495576.	8720736.
	TOTAL	2965778.	3908746.	2959695.	994894.	844600.	11673714.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 17 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN BARNSTABLE COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	6385.	0.	22801.	0.	18763.	47949.
	PERSONAL	8817.	38027.	27361.	0.	26171.	100376.
	CONVENTION	21283.	0.	0.	0.	3457.	24740.
	VISIT F/R	42563.	0.	275140.	0.	15306.	333009.
	REC/S/ENT	269062.	298376.	72967.	89686.	43451.	773542.
	TOTAL	348110.	336403.	398269.	89686.	107147.	1279616.
MAY-JUNE	BUSINESS	10324.	0.	36868.	0.	30339.	77531.
	PERSONAL	14257.	61488.	44242.	0.	42317.	162304.
	CONVENTION	34414.	0.	0.	0.	5589.	40003.
	VISIT F/R	68823.	0.	444890.	0.	24750.	538462.
	REC/S/ENT	435062.	482462.	117984.	145019.	70258.	1250785.
	TOTAL	562880.	543950.	643984.	145019.	173253.	2069085.
JULY-AUG	BUSINESS	60729.	0.	10517.	0.	26815.	98061.
	PERSONAL	4140.	0.	0.	0.	61294.	65434.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	49085.	0.	783689.	33317.	26815.	892907.
	REC/S/ENT	1356990.	2251912.	543499.	529466.	283466.	4965333.
	TOTAL	1470944.	2251912.	1337706.	562783.	398390.	6021735.
SEPT-OCT	BUSINESS	19417.	0.	16530.	0.	18244.	54191.
	PERSONAL	6393.	23084.	16609.	0.	31554.	77640.
	CONVENTION	12920.	0.	0.	0.	2098.	15018.
	VISIT F/R	38384.	0.	367343.	8516.	16146.	430390.
	REC/S/ENT	510197.	756747.	183220.	189782.	98834.	1738780.
	TOTAL	587311.	779831.	583702.	198298.	166877.	2316019.
YEAR	BUSINESS	96855.	0.	86716.	0.	94161.	277732.
	PERSONAL	33606.	122600.	88213.	0.	161336.	405754.
	CONVENTION	63617.	0.	0.	0.	11144.	79762.
	VISIT F/R	198855.	0.	1871063.	41833.	83017.	2194769.
	REC/S/ENT	2571312.	3789497.	917669.	953954.	496008.	8728440.
	TOTAL	2969245.	3912096.	2963661.	995787.	845667.	11686457.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 18 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN BARNSTABLE COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER							
	BUSINESS	114.	0.	195.	0.	113.	422.
	PERSONAL	156.	376.	234.	0.	157.	923.
	CONVENTION	378.	0.	0.	0.	21.	399.
	VISIT F/R	618.	0.	1813.	0.	63.	2494.
	REC/S/ENT	4063.	3184.	722.	351.	537.	8856.
	TOTAL	5330.	3560.	2964.	351.	890.	13094.
SPRING							
	BUSINESS	631.	0.	1049.	0.	606.	2286.
	PERSONAL	859.	2017.	1259.	0.	345.	4980.
	CONVENTION	2085.	0.	0.	0.	112.	2197.
	VISIT F/R	3404.	0.	9748.	0.	335.	13488.
	REC/S/ENT	22299.	17129.	3893.	1877.	2898.	48096.
	TOTAL	29278.	19146.	15950.	1877.	4795.	71047.
SUMMER							
	BUSINESS	3743.	0.	277.	0.	818.	4837.
	PERSONAL	256.	0.	0.	0.	1869.	2126.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	2807.	0.	18617.	535.	396.	22355.
	REC/S/ENT	73643.	72300.	12174.	9872.	7336.	175326.
	TOTAL	80449.	72300.	31069.	10407.	10419.	204643.
FALL							
	BUSINESS	274.	0.	470.	0.	271.	1016.
	PERSONAL	372.	903.	564.	0.	379.	2218.
	CONVENTION	905.	0.	0.	0.	50.	955.
	VISIT F/R	1479.	0.	4360.	0.	150.	5989.
	REC/S/ENT	9727.	7642.	1744.	838.	1294.	21245.
	TOTAL	12757.	8545.	7139.	838.	2144.	31423.
YEAR							
	BUSINESS	4762.	0.	1991.	0.	1808.	8561.
	PERSONAL	1643.	3296.	2057.	0.	3250.	10247.
	CONVENTION	3369.	0.	0.	0.	182.	3551.
	VISIT F/R	8309.	0.	34539.	535.	943.	44325.
	REC/S/ENT	109732.	100255.	18535.	12938.	12064.	253523.
	TOTAL	127814.	103551.	57122.	13473.	18248.	320207.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 19 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN BARNSTABLE COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	208.	0.	519.	0.	301.	1028.
	PERSONAL	287.	1002.	623.	0.	420.	2332.
	CONVENTION	692.	0.	0.	0.	55.	747.
	VISIT F/R	1164.	0.	4842.	0.	167.	6173.
	REC/S/ENT	11004.	8414.	1926.	938.	1433.	23716.
	TOTAL	13354.	9417.	7911.	938.	2377.	33997.
MAY-JUN	BUSINESS	340.	0.	854.	0.	493.	1687.
	PERSONAL	469.	1641.	1025.	0.	683.	3822.
	CONVENTION	1132.	0.	0.	0.	91.	1223.
	VISIT F/R	1907.	0.	7932.	0.	273.	10112.
	REC/S/ENT	20125.	13939.	3168.	1527.	2358.	41116.
	TOTAL	23973.	15579.	12979.	1527.	3902.	57960.
JUL-AUG	BUSINESS	1703.	0.	220.	0.	651.	2575.
	PERSONAL	116.	0.	0.	0.	1489.	1605.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	1742.	0.	14827.	426.	315.	17311.
	REC/S/ENT	61338.	57581.	9696.	7863.	5842.	142320.
	TOTAL	64900.	57581.	24744.	8288.	8298.	163811.
SEP-OCT	BUSINESS	625.	0.	382.	0.	350.	1357.
	PERSONAL	206.	407.	384.	0.	606.	1603.
	CONVENTION	416.	0.	0.	0.	40.	456.
	VISIT F/R	1180.	0.	6895.	109.	187.	8371.
	REC/S/ENT	22193.	20099.	3851.	2663.	2545.	51352.
	TOTAL	24620.	20507.	11512.	2771.	3729.	63139.
YEAR	BUSINESS	2876.	0.	1975.	0.	1796.	6647.
	PERSONAL	1078.	3051.	2032.	0.	3202.	9363.
	CONVENTION	2240.	0.	0.	0.	187.	2427.
	VISIT F/R	5994.	0.	34497.	535.	942.	41968.
	REC/S/ENT	114660.	100033.	18641.	12996.	12178.	258503.
	TOTAL	126847.	103084.	57146.	13525.	18305.	318907.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 20 CALENDAR YEAR 1978

BARNSTABLE COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	312189.89	17.70	1.79	9.89	31572.
FEB.	419832.19	20.51	1.79	11.46	36641.
MAR.	693831.97	20.43	1.84	11.10	62489.
APR.	1388469.48	21.01	1.95	10.77	128868.
MAY	2417150.51	22.65	1.98	11.44	211301.
JUNE	4447156.87	26.69	2.11	12.65	351574.
JULY	11509835.27	38.40	2.43	15.80	728357.
AUG.	11587389.14	38.23	2.45	15.60	742587.
SEP.	4864185.24	26.65	2.06	12.94	375993.
OCT.	2399558.85	22.37	1.97	11.36	211316.
NOV.	601949.36	21.00	1.90	11.05	54462.
DEC.	339524.20	20.41	1.84	11.09	30609.
	40981072.97				2965767.

*AVERAGE FOR CAPE/ISLES AREA
BARNSTABLE, DUKES, NANTUCKET COUNTIES

TABLE 21 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN BERKSHIRE COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	7946.	0.	0.	0.	11351.	19297.
	PERSONAL	10973.	0.	1892.	0.	9460.	22325.
	CONVENTION	3783.	0.	0.	0.	3783.	7567.
	VISIT F/R	26486.	0.	12051.	0.	9365.	47903.
	REC/S/ENT	34054.	47297.	8760.	7568.	19014.	116692.
	TOTAL	83243.	47297.	22703.	7568.	52973.	213784.
SPRING	BUSINESS	6494.	0.	0.	0.	9277.	15772.
	PERSONAL	8968.	0.	1546.	0.	7732.	18246.
	CONVENTION	3092.	0.	0.	0.	3092.	6184.
	VISIT F/R	21648.	0.	9850.	0.	7654.	39151.
	REC/S/ENT	27833.	38657.	7159.	6185.	15540.	95374.
	TOTAL	68035.	38657.	18555.	6185.	43295.	174728.
SUMMER	BUSINESS	16502.	0.	0.	0.	0.	16502.
	PERSONAL	8555.	0.	2570.	0.	7710.	18835.
	CONVENTION	1928.	0.	0.	0.	0.	1928.
	VISIT F/R	32124.	0.	9432.	9637.	7149.	58341.
	REC/S/ENT	109865.	89948.	7272.	8994.	8270.	224350.
	TOTAL	168974.	89948.	19275.	18631.	23129.	319956.
FALL	BUSINESS	7935.	0.	0.	0.	11336.	19272.
	PERSONAL	10959.	0.	1890.	0.	9447.	22296.
	CONVENTION	3778.	0.	0.	0.	3778.	7557.
	VISIT F/R	26452.	0.	12036.	0.	9353.	47840.
	REC/S/ENT	34010.	47235.	8748.	7558.	18989.	116540.
	TOTAL	83134.	47235.	22673.	7558.	52904.	213504.
YEAR	BUSINESS	38878.	0.	0.	0.	31965.	70843.
	PERSONAL	39455.	0.	7898.	0.	34349.	81702.
	CONVENTION	12582.	0.	0.	0.	10654.	23236.
	VISIT F/R	106709.	0.	43369.	9637.	33520.	193235.
	REC/S/ENT	205761.	223137.	31939.	30305.	61813.	552956.
	TOTAL	403385.	223137.	83207.	39942.	172301.	921972.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 22 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN BERKSHIRE COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR						
BUSINESS	12654.	0.	0.	0.	18077.	30732.
PERSONAL	17475.	0.	3013.	0.	15065.	35554.
CONVENTION	6025.	0.	0.	0.	6025.	12051.
VISIT F/R	42181.	0.	19192.	0.	14914.	76288.
REC/S/ENT	54233.	75324.	13950.	12052.	30280.	185839.
TOTAL	132569.	75324.	36156.	12052.	84362.	340463.
MAY-JUNE						
BUSINESS	4953.	0.	0.	0.	7075.	12028.
PERSONAL	6839.	0.	1179.	0.	5896.	13915.
CONVENTION	2358.	0.	0.	0.	2358.	4716.
VISIT F/R	16509.	0.	7511.	0.	5857.	29877.
REC/S/ENT	21226.	29480.	5460.	4717.	11851.	72733.
TOTAL	51884.	29480.	14151.	4717.	33017.	133249.
JULY-AUG						
BUSINESS	14494.	0.	0.	0.	0.	14494.
PERSONAL	4348.	0.	1933.	0.	5798.	12079.
CONVENTION	1450.	0.	0.	0.	0.	1450.
VISIT F/R	24157.	0.	7112.	7247.	5353.	43868.
REC/S/ENT	82617.	67640.	5450.	6764.	6242.	168713.
TOTAL	127067.	67640.	14494.	14010.	17393.	240604.
SEPT-OCT						
BUSINESS	6028.	0.	0.	0.	5743.	11772.
PERSONAL	9759.	0.	1595.	0.	6697.	18052.
CONVENTION	2392.	0.	0.	0.	1914.	4307.
VISIT F/R	21368.	0.	8418.	2390.	6534.	38710.
REC/S/ENT	44478.	46239.	6255.	6060.	11649.	114681.
TOTAL	84026.	46239.	16268.	8450.	32539.	187522.
YEAR						
BUSINESS	38130.	0.	0.	0.	30896.	69025.
PERSONAL	38421.	0.	7720.	0.	33458.	79599.
CONVENTION	12226.	0.	0.	0.	10298.	22524.
VISIT F/R	104215.	0.	42234.	9637.	32638.	188724.
REC/S/ENT	202554.	218683.	31114.	29592.	60022.	541966.
TOTAL	395545.	218683.	81068.	39229.	167312.	901838.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 23 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN BERKSHIRE COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	404.	0.	0.	0.	182.	586.
	PERSONAL	558.	0.	43.	0.	151.	752.
	CONVENTION	192.	0.	0.	0.	60.	253.
	VISIT F/R	965.	0.	212.	0.	102.	1278.
	REC/S/ENT	1411.	1344.	231.	79.	626.	3691.
	TOTAL	3531.	1344.	486.	79.	1121.	6560.
SPRING	BUSINESS	353.	0.	0.	0.	151.	504.
	PERSONAL	488.	0.	36.	0.	126.	649.
	CONVENTION	168.	0.	0.	0.	50.	219.
	VISIT F/R	832.	0.	176.	0.	84.	1092.
	REC/S/ENT	1221.	1117.	192.	65.	522.	3116.
	TOTAL	3062.	1117.	404.	65.	933.	5580.
SUMMER	BUSINESS	756.	0.	0.	0.	0.	756.
	PERSONAL	388.	0.	54.	0.	187.	629.
	CONVENTION	88.	0.	0.	0.	0.	88.
	VISIT F/R	1582.	0.	178.	123.	84.	1968.
	REC/S/ENT	4811.	2300.	130.	134.	170.	7545.
	TOTAL	7626.	2300.	362.	257.	442.	10986.
FALL	BUSINESS	453.	0.	0.	0.	193.	646.
	PERSONAL	625.	0.	46.	0.	161.	832.
	CONVENTION	216.	0.	0.	0.	64.	280.
	VISIT F/R	1065.	0.	224.	0.	107.	1396.
	REC/S/ENT	1562.	1421.	246.	83.	664.	3975.
	TOTAL	3921.	1421.	515.	83.	1189.	7129.
YEAR	BUSINESS	1967.	0.	0.	0.	525.	2491.
	PERSONAL	2060.	0.	179.	0.	625.	2863.
	CONVENTION	664.	0.	0.	0.	175.	839.
	VISIT F/R	4444.	0.	790.	123.	378.	5734.
	REC/S/ENT	9005.	6182.	799.	360.	1782.	18323.
	TOTAL	18139.	6182.	1767.	484.	3684.	30255.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 24 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN BERKSHIRE COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	411.	0.	0.	0.	290.	702.
	PERSONAL	568.	0.	69.	0.	242.	879.
	CONVENTION	196.	0.	0.	0.	97.	293.
	VISIT F/R	1154.	0.	338.	0.	163.	1654.
	REC/S/ENT	2969.	2124.	368.	126.	999.	6587.
	TOTAL	5298.	2124.	775.	126.	1790.	10113.
MAY-JUN							
	BUSINESS	163.	0.	0.	0.	115.	278.
	PERSONAL	225.	0.	27.	0.	96.	348.
	CONVENTION	78.	0.	0.	0.	38.	116.
	VISIT F/R	457.	0.	134.	0.	64.	656.
	REC/S/ENT	1411.	852.	147.	50.	398.	2857.
	TOTAL	2334.	852.	308.	50.	711.	4255.
JUL-AUG							
	BUSINESS	407.	0.	0.	0.	0.	407.
	PERSONAL	122.	0.	40.	0.	141.	303.
	CONVENTION	41.	0.	0.	0.	0.	41.
	VISIT F/R	717.	0.	135.	93.	63.	1008.
	REC/S/ENT	2346.	1730.	97.	100.	129.	4401.
	TOTAL	3632.	1730.	272.	193.	332.	6159.
SEP-OCT							
	BUSINESS	194.	0.	0.	0.	110.	304.
	PERSONAL	314.	0.	37.	0.	129.	480.
	CONVENTION	77.	0.	0.	0.	37.	114.
	VISIT F/R	624.	0.	158.	31.	76.	888.
	REC/S/ENT	1990.	1228.	131.	85.	300.	3735.
	TOTAL	3199.	1228.	326.	116.	651.	5521.
YEAR							
	BUSINESS	1175.	0.	0.	0.	515.	1690.
	PERSONAL	1229.	0.	173.	0.	607.	2010.
	CONVENTION	391.	0.	0.	0.	172.	563.
	VISIT F/R	2952.	0.	764.	123.	366.	4205.
	REC/S/ENT	8716.	5933.	744.	361.	1825.	17580.
	TOTAL	14464.	5933.	1681.	484.	3485.	26048.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 25   CALENDAR YEAR 1978

BERKSHIRE COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	327449.35	25.77	2.11	12.21	26811.
FEB.	430830.03	26.84	2.10	12.78	33709.
MAR.	296902.70	25.87	1.98	13.07	22724.
APR.	239390.72	25.79	1.74	14.82	16151.
MAY	327552.13	28.11	1.88	14.95	21907.
JUNE	436714.14	28.99	1.99	14.57	29978.
JULY	1047258.73	34.16	2.00	17.08	61315.
AUG.	1091608.69	33.37	2.01	16.60	65752.
SEP.	656840.55	29.31	1.87	15.67	41907.
OCT.	683715.15	30.68	1.89	16.23	42119.
NOV.	279818.70	27.17	1.78	15.26	18332.
DEC.	326687.07	28.66	1.99	14.40	22683.
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	6144767.96				403388.

*AVERAGE FOR BERKSHIRE AREA
BERKSHIRE COUNTY

TABLE 26 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN BRISTOL COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	54155.	5555.	63182.	0.	12312.	135204.
	PERSONAL	71513.	6944.	60405.	0.	17173.	156034.
	CONVENTION	9719.	0.	10414.	0.	2268.	22402.
	VISIT F/R	34022.	23605.	307574.	0.	10044.	375244.
	REC/S/ENT	59016.	0.	59016.	0.	28512.	146543.
	TOTAL	228424.	36105.	500590.	0.	70309.	835428.
SPRING	BUSINESS	64221.	6588.	74927.	0.	14601.	160337.
	PERSONAL	84806.	8235.	71633.	0.	20365.	185039.
	CONVENTION	11526.	0.	12350.	0.	2690.	26566.
	VISIT F/R	40346.	27993.	364747.	0.	11911.	444996.
	REC/S/ENT	69986.	0.	69986.	0.	33812.	173784.
	TOTAL	270885.	42816.	593642.	0.	83378.	990721.
SUMMER	BUSINESS	52492.	0.	14480.	618.	5874.	73464.
	PERSONAL	10861.	101366.	79644.	1193.	13426.	206490.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	28962.	25341.	810922.	5560.	5874.	876658.
	REC/S/ENT	229881.	92316.	54303.	12877.	62091.	451468.
	TOTAL	322197.	219023.	959348.	20248.	87264.	1608080.
FALL	BUSINESS	60630.	6220.	70737.	0.	13784.	151371.
	PERSONAL	80064.	7774.	67627.	0.	19226.	174691.
	CONVENTION	10832.	0.	11659.	0.	2539.	25030.
	VISIT F/R	38089.	26428.	344350.	0.	11245.	420112.
	REC/S/ENT	66072.	0.	66072.	0.	31921.	164065.
	TOTAL	255737.	40422.	560445.	0.	78716.	935319.
YEAR	BUSINESS	231499.	18363.	223325.	618.	46571.	520375.
	PERSONAL	247244.	124320.	279308.	1193.	70190.	722255.
	CONVENTION	32127.	0.	34423.	0.	7498.	74047.
	VISIT F/R	141419.	103367.	1827591.	5560.	39073.	2117011.
	REC/S/ENT	424955.	92316.	249377.	12877.	156335.	935860.
	TOTAL	1077243.	338366.	2614025.	20248.	319667.	4369548.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 27 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN BRISTOL COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	108460.	11126.	126539.	0.	24658.	270784.
	PERSONAL	143224.	13907.	120977.	0.	34393.	312501.
	CONVENTION	19466.	0.	20857.	0.	4543.	44865.
	VISIT F/R	68137.	47276.	615999.	0.	20115.	751528.
	REC/S/ENT	118195.	0.	118195.	0.	57103.	293493.
	TOTAL	457482.	72310.	1002567.	0.	140813.	1673171.
MAY-JUNE	BUSINESS	44743.	4590.	52201.	0.	10172.	111706.
	PERSONAL	59084.	5737.	49906.	0.	14188.	128916.
	CONVENTION	8030.	0.	8604.	0.	1874.	18508.
	VISIT F/R	28109.	19503.	254117.	0.	8298.	310027.
	REC/S/ENT	48759.	0.	48759.	0.	23557.	121074.
	TOTAL	188724.	29830.	413587.	0.	58089.	690231.
JULY-AUG	BUSINESS	34577.	0.	9538.	0.	3869.	47983.
	PERSONAL	7154.	66770.	52461.	1193.	8844.	136422.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	19077.	16692.	534152.	0.	3869.	573790.
	REC/S/ENT	151422.	60808.	35769.	12877.	40899.	301776.
	TOTAL	212230.	144270.	631920.	14070.	57480.	1059971.
SEPT-OCT	BUSINESS	42068.	2478.	33120.	618.	7496.	85779.
	PERSONAL	35600.	37694.	54122.	0.	12241.	139657.
	CONVENTION	4335.	0.	4644.	0.	1012.	9991.
	VISIT F/R	25058.	19176.	413942.	5560.	6484.	470220.
	REC/S/ENT	104779.	31508.	44854.	0.	33907.	215048.
	TOTAL	211840.	90855.	550682.	6178.	61140.	920694.
YEAR	BUSINESS	229847.	18193.	221398.	618.	46195.	516252.
	PERSONAL	245062.	124108.	277466.	1193.	69667.	717496.
	CONVENTION	31831.	0.	34105.	0.	7425.	73364.
	VISIT F/R	140381.	102647.	1818210.	5560.	38767.	2105565.
	REC/S/ENT	423155.	92316.	247577.	12877.	155466.	931390.
	TOTAL	1070276.	337265.	2598756.	20248.	317523.	4344067.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 28 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN BRISTOL COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	2407.	146.	1439.	0.	197.	4189.
	PERSONAL	3179.	183.	1375.	0.	275.	5011.
	CONVENTION	445.	0.	237.	0.	36.	718.
	VISIT F/R	1458.	537.	5398.	0.	109.	7502.
	REC/S/ENT	2492.	0.	1556.	0.	938.	4986.
	TOTAL	9980.	867.	10005.	0.	1555.	22407.
SPRING	BUSINESS	2914.	176.	1735.	0.	237.	5062.
	PERSONAL	3848.	220.	1659.	0.	331.	6058.
	CONVENTION	549.	0.	286.	0.	44.	879.
	VISIT F/R	1769.	646.	6503.	0.	131.	9050.
	REC/S/ENT	3020.	0.	1879.	0.	1135.	6033.
	TOTAL	12099.	1042.	12063.	0.	1878.	27082.
SUMMER	BUSINESS	2521.	0.	303.	29.	143.	2996.
	PERSONAL	522.	815.	1669.	55.	326.	3387.
	CONVENTION	39.	0.	0.	0.	0.	39.
	VISIT F/R	1104.	0.	15343.	71.	69.	16587.
	REC/S/ENT	9268.	2361.	969.	191.	1280.	14068.
	TOTAL	13455.	3176.	18283.	346.	1818.	37077.
FALL	BUSINESS	2868.	173.	1713.	0.	234.	4989.
	PERSONAL	3788.	217.	1638.	0.	327.	5969.
	CONVENTION	535.	0.	282.	0.	43.	861.
	VISIT F/R	1737.	637.	6408.	0.	129.	8912.
	REC/S/ENT	2968.	0.	1855.	0.	1117.	5940.
	TOTAL	11896.	1027.	11897.	0.	1850.	26670.
YEAR	BUSINESS	10710.	496.	5191.	29.	811.	17236.
	PERSONAL	11336.	1434.	6341.	55.	1258.	20425.
	CONVENTION	1568.	0.	806.	0.	123.	2497.
	VISIT F/R	6068.	1821.	33652.	71.	439.	42051.
	REC/S/ENT	17747.	2361.	6259.	191.	4469.	31027.
	TOTAL	47430.	6111.	52249.	346.	7100.	113236.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 29 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN BRISTOL COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	3526.	293.	2883.	0.	396.	7098.
	PERSONAL	4656.	367.	2756.	0.	552.	8331.
	CONVENTION	633.	0.	475.	0.	73.	1181.
	VISIT F/R	1864.	1075.	10842.	0.	219.	13999.
	REC/S/ENT	7748.	0.	3120.	0.	1884.	12752.
	TOTAL	18426.	1734.	20075.	0.	3124.	43360.
MAY-JUN							
	BUSINESS	1472.	123.	1209.	0.	165.	2969.
	PERSONAL	1944.	153.	1156.	0.	231.	3483.
	CONVENTION	264.	0.	199.	0.	30.	494.
	VISIT F/R	779.	450.	4531.	0.	91.	5852.
	REC/S/ENT	3923.	0.	1309.	0.	791.	6023.
	TOTAL	8382.	726.	8404.	0.	1308.	18821.
JUL-AUG							
	BUSINESS	970.	0.	200.	0.	94.	1264.
	PERSONAL	201.	537.	1099.	55.	215.	2106.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	930.	0.	10106.	0.	45.	11082.
	REC/S/ENT	6751.	1555.	638.	191.	843.	9978.
	TOTAL	8852.	2092.	12043.	246.	1197.	24430.
SEP-OCT							
	BUSINESS	1354.	44.	765.	16.	144.	2323.
	PERSONAL	1146.	665.	1250.	0.	235.	3297.
	CONVENTION	140.	0.	107.	0.	19.	266.
	VISIT F/R	922.	245.	7770.	71.	75.	9083.
	REC/S/ENT	5765.	837.	943.	0.	873.	8418.
	TOTAL	9327.	1791.	10835.	87.	1347.	23387.
YEAR							
	BUSINESS	7322.	460.	5056.	16.	799.	13653.
	PERSONAL	7947.	1722.	6261.	55.	1232.	17217.
	CONVENTION	1037.	0.	782.	0.	123.	1941.
	VISIT F/R	4495.	1770.	33248.	71.	431.	40015.
	REC/S/ENT	24187.	2392.	6010.	191.	4390.	37171.
	TOTAL	44987.	6343.	51358.	334.	6976.	109998.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 30 CALENDAR YEAR 1978

BRISTOL COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	862171.50	19.97	1.58	12.64	68214.
FEB.	879901.77	20.19	1.64	12.31	71473.
MAR.	1162901.56	21.23	1.62	13.10	88739.
APR.	1128838.36	22.67	1.65	13.74	82161.
MAY	1073123.01	22.96	1.72	13.35	80391.
JUNE	1363965.68	23.67	1.88	12.59	108334.
JULY	1354965.10	25.33	1.90	13.33	101636.
AUG.	1460533.60	25.62	1.94	13.21	110595.
SEP.	1475540.52	23.75	1.77	13.42	109967.
OCT.	1401968.31	23.12	1.68	13.76	101873.
NOV.	1126848.37	22.63	1.68	13.47	83655.
DEC.	939046.15	21.40	1.60	13.38	70209.
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	14229803.93				1077243.

*AVERAGE FOR MID/SOUTH AREA
WORCESTER, BRISTOL, PLYMOUTH COUNTIES

TABLE 31 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN DUKES COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER							
	BUSINESS	96.	0.	318.	0.	2199.	2613.
	PERSONAL	117.	531.	382.	0.	3068.	4097.
	CONVENTION	297.	0.	0.	0.	405.	702.
	VISIT F/R	594.	0.	3841.	0.	1794.	6230.
	REC/S/ENT	3756.	4166.	1019.	1252.	5093.	15286.
	TOTAL	4860.	4696.	5560.	1252.	12560.	28929.
SPRING							
	BUSINESS	810.	0.	2698.	0.	7944.	11452.
	PERSONAL	990.	4500.	3238.	0.	11081.	19809.
	CONVENTION	2519.	0.	0.	0.	1464.	3982.
	VISIT F/R	5037.	0.	32562.	0.	6481.	44080.
	REC/S/ENT	31843.	35312.	8635.	10614.	18397.	104803.
	TOTAL	41198.	39813.	47135.	10614.	45367.	184127.
SUMMER							
	BUSINESS	5382.	0.	924.	0.	6963.	13269.
	PERSONAL	320.	0.	0.	0.	15916.	16235.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	4314.	0.	68880.	2928.	6963.	83085.
	REC/S/ENT	119268.	197924.	47769.	46536.	73605.	485101.
	TOTAL	129283.	197924.	117573.	49464.	103446.	597690.
FALL							
	BUSINESS	319.	0.	1065.	0.	3939.	5324.
	PERSONAL	390.	1776.	1278.	0.	5494.	8939.
	CONVENTION	994.	0.	0.	0.	726.	1720.
	VISIT F/R	1988.	0.	12850.	0.	3213.	18052.
	REC/S/ENT	12566.	13935.	3408.	4189.	9122.	43221.
	TOTAL	16258.	15712.	18601.	4189.	22495.	77254.
YEAR							
	BUSINESS	6606.	0.	5006.	0.	21046.	32658.
	PERSONAL	1816.	6807.	4898.	0.	35559.	49080.
	CONVENTION	3810.	0.	0.	0.	2595.	6405.
	VISIT F/R	11934.	0.	118133.	2928.	18451.	151447.
	REC/S/ENT	167434.	251337.	60831.	62591.	106217.	648410.
	TOTAL	191600.	258145.	188868.	65519.	183368.	888000.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 32   TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN DUKES COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	278.	0.	928.	0.	5840.	7047.
	PERSONAL	340.	1547.	1113.	0.	8146.	11147.
	CONVENTION	866.	0.	0.	0.	1076.	1942.
	VISIT F/R	1732.	0.	11195.	0.	4764.	17692.
	REC/S/ENT	10948.	12141.	2969.	3649.	13525.	43232.
	TOTAL	14165.	13688.	16205.	3649.	33352.	81060.
MAY-JUNE							
	BUSINESS	709.	0.	2362.	0.	6293.	9364.
	PERSONAL	866.	3940.	2835.	0.	8777.	16418.
	CONVENTION	2205.	0.	0.	0.	1159.	3364.
	VISIT F/R	4410.	0.	28506.	0.	5134.	38050.
	REC/S/ENT	27877.	30914.	7560.	9292.	14573.	90215.
	TOTAL	36067.	34854.	41263.	9292.	35936.	157412.
JULY-AUG							
	BUSINESS	4267.	0.	732.	0.	5744.	10743.
	PERSONAL	249.	0.	0.	0.	13129.	13378.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	3417.	0.	54561.	2320.	5744.	66041.
	REC/S/ENT	94474.	156778.	37838.	36862.	60717.	386669.
	TOTAL	102407.	156778.	93131.	39181.	85333.	476831.
SEPT-OCT							
	BUSINESS	1332.	0.	915.	0.	1293.	3540.
	PERSONAL	336.	1206.	868.	0.	2130.	4539.
	CONVENTION	675.	0.	0.	0.	171.	846.
	VISIT F/R	2246.	0.	23043.	609.	1122.	27021.
	REC/S/ENT	33325.	50606.	12244.	12518.	6018.	114711.
	TOTAL	37914.	51812.	37070.	13127.	10733.	150656.
YEAR							
	BUSINESS	6586.	0.	4937.	0.	19170.	30693.
	PERSONAL	1791.	6693.	4816.	0.	32182.	45482.
	CONVENTION	3746.	0.	0.	0.	2406.	6152.
	VISIT F/R	11805.	0.	117306.	2928.	16764.	148803.
	REC/S/ENT	166624.	250440.	60611.	62321.	94832.	634828.
	TOTAL	190552.	257132.	187670.	65249.	165354.	865959.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 33 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN DUKES COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	4.	0.	7.	0.	35.	47.
	PERSONAL	6.	14.	9.	0.	49.	77.
	CONVENTION	14.	0.	0.	0.	6.	21.
	VISIT F/R	23.	0.	67.	0.	20.	110.
	REC/S/ENT	151.	118.	27.	13.	168.	477.
	TOTAL	198.	132.	110.	13.	278.	731.
SPRING	BUSINESS	40.	0.	62.	0.	129.	231.
	PERSONAL	50.	120.	75.	0.	180.	425.
	CONVENTION	125.	0.	0.	0.	24.	149.
	VISIT F/R	204.	0.	581.	0.	71.	856.
	REC/S/ENT	1333.	1020.	232.	112.	617.	3314.
	TOTAL	1750.	1140.	950.	112.	1022.	4974.
SUMMER	BUSINESS	263.	0.	19.	0.	169.	452.
	PERSONAL	17.	0.	0.	0.	387.	403.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	196.	0.	1303.	37.	82.	1619.
	REC/S/ENT	5153.	5061.	852.	691.	1517.	13275.
	TOTAL	5630.	5061.	2175.	728.	2155.	15748.
FALL	BUSINESS	16.	0.	26.	0.	67.	108.
	PERSONAL	20.	50.	31.	0.	93.	194.
	CONVENTION	50.	0.	0.	0.	12.	62.
	VISIT F/R	81.	0.	239.	0.	37.	357.
	REC/S/ENT	533.	419.	96.	46.	319.	1413.
	TOTAL	700.	469.	392.	46.	529.	2135.
YEAR	BUSINESS	323.	0.	115.	0.	400.	838.
	PERSONAL	92.	184.	115.	0.	709.	1099.
	CONVENTION	188.	0.	0.	0.	43.	231.
	VISIT F/R	504.	0.	2190.	37.	210.	2942.
	REC/S/ENT	7170.	6619.	1207.	862.	2621.	18479.
	TOTAL	8277.	6802.	3627.	899.	3983.	23588.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 34 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN DUKES COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	9.	0.	21.	0.	94.	124.
	PERSONAL	11.	41.	25.	0.	131.	208.
	CONVENTION	28.	0.	0.	0.	17.	45.
	VISIT F/R	47.	0.	197.	0.	52.	296.
	REC/S/ENT	443.	342.	78.	38.	446.	1348.
	TOTAL	539.	383.	322.	38.	740.	2022.
MAY-JUN	BUSINESS	23.	0.	55.	0.	102.	130.
	PERSONAL	28.	105.	66.	0.	143.	342.
	CONVENTION	73.	0.	0.	0.	19.	91.
	VISIT F/R	122.	0.	508.	0.	57.	687.
	REC/S/ENT	1292.	893.	203.	98.	489.	2975.
	TOTAL	1539.	998.	832.	98.	809.	4276.
JUL-AUG	BUSINESS	120.	0.	15.	0.	140.	275.
	PERSONAL	7.	0.	0.	0.	319.	326.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	121.	0.	1032.	30.	68.	1251.
	REC/S/ENT	4270.	4009.	675.	547.	1251.	10753.
	TOTAL	4518.	4009.	1723.	577.	1777.	12604.
SEP-OCT	BUSINESS	43.	0.	21.	0.	25.	89.
	PERSONAL	11.	21.	20.	0.	41.	93.
	CONVENTION	22.	0.	0.	0.	3.	25.
	VISIT F/R	70.	0.	433.	8.	13.	523.
	REC/S/ENT	1448.	1344.	257.	176.	155.	3380.
	TOTAL	1593.	1365.	731.	183.	237.	4110.
YEAR	BUSINESS	195.	0.	112.	0.	360.	668.
	PERSONAL	57.	167.	111.	0.	633.	969.
	CONVENTION	122.	0.	0.	0.	39.	162.
	VISIT F/R	361.	0.	2170.	37.	189.	2757.
	REC/S/ENT	7453.	6588.	1214.	859.	2342.	18456.
	TOTAL	8189.	6756.	3607.	896.	3564.	23012.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 35 CALENDAR YEAR 1978

DUKES COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	13401.34	17.70	1.79	9.89	1355.
FEB.	14498.01	20.51	1.79	11.46	1265.
MAR.	24863.26	20.43	1.84	11.10	2239.
APR.	55289.59	21.01	1.95	10.77	5132.
MAY	128529.73	22.65	1.98	11.44	11236.
JUNE	314089.34	26.69	2.11	12.65	24831.
JULY	793566.57	38.40	2.43	15.80	50218.
AUG.	814367.65	38.23	2.45	15.60	52189.
SEP.	347693.52	26.65	2.06	12.94	26876.
OCT.	125337.80	22.37	1.97	11.36	11038.
NOV.	37213.77	21.00	1.90	11.05	3367.
DEC.	20558.23	20.41	1.84	11.09	1853.
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	2689408.81				191599.

*AVERAGE FOR CAPE/ISLES AREA
BARNSTABLE, DUKES, NANTUCKET COUNTIES

TABLE 36 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN ESSEX COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	42697.	2939.	29547.	0.	5724.	80907.
	PERSONAL	14387.	2784.	22741.	0.	6343.	46255.
	CONVENTION	2475.	0.	1702.	0.	774.	4951.
	VISIT F/R	22586.	3712.	227252.	0.	4640.	258191.
	REC/S/ENT	19956.	6961.	6188.	0.	4950.	38055.
	TOTAL	102100.	16397.	287431.	0.	22431.	428359.
SPRING	BUSINESS	73327.	5048.	50744.	0.	9830.	138949.
	PERSONAL	24708.	4782.	39055.	0.	10893.	79438.
	CONVENTION	4250.	0.	2923.	0.	1329.	8503.
	VISIT F/R	38789.	6376.	390283.	0.	7970.	443417.
	REC/S/ENT	34272.	11955.	10628.	0.	8501.	65356.
	TOTAL	175347.	28161.	493633.	0.	38522.	735663.
SUMMER	BUSINESS	79072.	2511.	7112.	0.	3558.	92253.
	PERSONAL	17153.	15060.	25520.	0.	3135.	60868.
	CONVENTION	0.	0.	1674.	0.	0.	1674.
	VISIT F/R	30958.	13386.	533836.	0.	4185.	582365.
	REC/S/ENT	215877.	120490.	96225.	26357.	3348.	462297.
	TOTAL	343060.	151447.	664367.	26357.	14227.	1199458.
FALL	BUSINESS	75511.	5199.	52255.	0.	10123.	143088.
	PERSONAL	25444.	4924.	40219.	0.	11217.	81804.
	CONVENTION	4377.	0.	3010.	0.	1369.	8756.
	VISIT F/R	39944.	6566.	401907.	0.	8207.	456623.
	REC/S/ENT	35293.	12311.	10944.	0.	8754.	67302.
	TOTAL	180569.	29000.	508335.	0.	39670.	757573.
YEAR	BUSINESS	270607.	15698.	139658.	0.	29235.	455197.
	PERSONAL	81693.	27551.	127535.	0.	31587.	268365.
	CONVENTION	11102.	0.	9309.	0.	3472.	23884.
	VISIT F/R	132276.	30040.	1553278.	0.	25002.	1740597.
	REC/S/ENT	305397.	151717.	123985.	26357.	25553.	633011.
	TOTAL	801075.	225005.	1953766.	26357.	114849.	3121053.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 37 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN ESSEX COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	93984.	6470.	65039.	0.	12599.	178092.
	PERSONAL	31669.	6129.	50057.	0.	13961.	101816.
	CONVENTION	5448.	0.	3746.	0.	1704.	10898.
	VISIT F/R	49716.	8172.	500228.	0.	10215.	568330.
	REC/S/ENT	43926.	15323.	13622.	0.	10896.	83767.
	TOTAL	224743.	36094.	632693.	0.	49374.	942904.
MAY-JUNE							
	BUSINESS	53318.	3671.	36897.	0.	7148.	101033.
	PERSONAL	17966.	3477.	28398.	0.	7920.	57761.
	CONVENTION	3091.	0.	2125.	0.	966.	6182.
	VISIT F/R	28204.	4636.	283782.	0.	5795.	322417.
	REC/S/ENT	24920.	8693.	7728.	0.	6181.	47521.
	TOTAL	127498.	20476.	358930.	0.	28010.	534914.
JULY-AUG							
	BUSINESS	55981.	1778.	5035.	0.	2947.	65741.
	PERSONAL	12144.	10662.	18068.	0.	1791.	42666.
	CONVENTION	0.	0.	1185.	0.	0.	1185.
	VISIT F/R	21917.	9477.	377945.	0.	2963.	412302.
	REC/S/ENT	152837.	85304.	68125.	18660.	2371.	327297.
	TOTAL	242879.	107222.	470358.	18660.	10072.	849191.
SEPT-OCT							
	BUSINESS	60842.	3332.	28202.	0.	5672.	98048.
	PERSONAL	17730.	6860.	27559.	0.	6951.	59100.
	CONVENTION	2188.	0.	1994.	0.	684.	4866.
	VISIT F/R	29010.	7191.	356823.	0.	5325.	398349.
	REC/S/ENT	80685.	41340.	33571.	7697.	5354.	168648.
	TOTAL	190455.	58724.	448149.	7697.	23987.	729012.
YEAR							
	BUSINESS	264125.	15251.	135172.	0.	28366.	442914.
	PERSONAL	79508.	27128.	124083.	0.	30624.	261343.
	CONVENTION	10727.	0.	9051.	0.	3354.	23132.
	VISIT F/R	128847.	29476.	1518777.	0.	24298.	1701399.
	REC/S/ENT	302368.	150661.	123046.	26357.	24802.	627233.
	TOTAL	785575.	222516.	1910129.	26357.	111444.	3056021.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 38   CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN ESSEX COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	2261.	77.	673.	0.	92.	3102.
	PERSONAL	762.	73.	518.	0.	101.	1454.
	CONVENTION	131.	0.	39.	0.	12.	182.
	VISIT F/R	947.	85.	3988.	0.	50.	5070.
	REC/S/ENT	966.	198.	163.	0.	163.	1490.
	TOTAL	5066.	433.	5381.	0.	419.	11299.
SPRING	BUSINESS	3949.	135.	1175.	0.	160.	5419.
	PERSONAL	1331.	128.	905.	0.	177.	2540.
	CONVENTION	229.	0.	68.	0.	22.	318.
	VISIT F/R	1656.	147.	6959.	0.	88.	8850.
	REC/S/ENT	1688.	345.	285.	0.	285.	2604.
	TOTAL	8852.	755.	9392.	0.	731.	19730.
SUMMER	BUSINESS	4096.	20.	149.	0.	86.	4352.
	PERSONAL	898.	121.	535.	0.	76.	1630.
	CONVENTION	0.	0.	35.	0.	0.	35.
	VISIT F/R	1468.	0.	10100.	0.	49.	11617.
	REC/S/ENT	9808.	3081.	1717.	391.	69.	15066.
	TOTAL	16270.	3222.	12536.	391.	281.	32700.
FALL	BUSINESS	4226.	145.	1266.	0.	172.	5808.
	PERSONAL	1424.	137.	974.	0.	191.	2726.
	CONVENTION	245.	0.	73.	0.	23.	341.
	VISIT F/R	1772.	158.	7479.	0.	94.	9504.
	REC/S/ENT	1804.	370.	307.	0.	306.	2788.
	TOTAL	9471.	811.	10099.	0.	786.	21167.
YEAR	BUSINESS	14531.	377.	3263.	0.	510.	18681.
	PERSONAL	4415.	459.	2931.	0.	545.	8350.
	CONVENTION	605.	0.	214.	0.	57.	877.
	VISIT F/R	5842.	390.	28527.	0.	282.	35041.
	REC/S/ENT	14266.	3994.	2473.	391.	823.	21948.
	TOTAL	39660.	5221.	37407.	391.	2217.	84897.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 39 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN ESSEX COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	3055.	171.	1482.	0.	202.	4910.
	PERSONAL	1030.	162.	1140.	0.	224.	2555.
	CONVENTION	177.	0.	85.	0.	27.	290.
	VISIT F/R	1360.	186.	8804.	0.	111.	10461.
	REC/S/ENT	4247.	432.	360.	0.	359	5398.
	TOTAL	9869.	950.	11871.	0.	924.	23614.
MAY-JUN	BUSINESS	1754.	98.	855.	0.	116.	2823.
	PERSONAL	591.	93.	658.	0.	129.	1470.
	CONVENTION	102.	0.	49.	0.	16.	167.
	VISIT F/R	782.	107.	5060.	0.	64.	6012.
	REC/S/ENT	3220.	251.	207.	0.	207.	3886.
	TOTAL	6448.	549.	6829.	0.	532.	14358.
JUL-AUG	BUSINESS	1570.	14.	105.	0.	72.	1762.
	PERSONAL	341.	86.	379.	0.	44.	848.
	CONVENTION	0.	0.	25.	0.	0.	25.
	VISIT F/R	785.	0.	7151.	0.	35.	7970.
	REC/S/ENT	8818.	2181.	1215.	277.	49.	12540.
	TOTAL	11513.	2281.	8875.	277.	199.	23145.
SEP-OCT	BUSINESS	1959.	59.	651.	0.	109.	2778.
	PERSONAL	571.	121.	637.	0.	133.	1462.
	CONVENTION	70.	0.	46.	0.	13.	130.
	VISIT F/R	902.	92.	6698.	0.	62.	7753.
	REC/S/ENT	5977.	1098.	706.	108.	138.	8026.
	TOTAL	9479.	1370.	8737.	108.	455.	20149.
YEAR	BUSINESS	8338.	342.	3093.	0.	499.	12272.
	PERSONAL	2532.	461.	2813.	0.	530.	6336.
	CONVENTION	349.	0.	205.	0.	56.	611.
	VISIT F/R	3828.	385.	27712.	0.	272.	32197.
	REC/S/ENT	22262.	3962.	2488.	385.	754.	29851.
	TOTAL	37309.	5150.	36312.	385.	2110.	81267.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 40 CALENDAR YEAR 1978

ESSEX COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	597386.93	25.80	1.34	19.25	31027.
FEB.	546474.72	25.79	1.40	18.42	29665.
MAR.	782595.85	26.27	1.39	18.90	41409.
APR.	907451.67	26.93	1.42	18.96	47849.
MAY	1031884.90	27.68	1.45	19.09	54055.
JUNE	1428467.23	28.98	1.49	19.45	73444.
JULY	2216508.92	29.98	1.58	18.97	116814.
AUG.	2396028.88	30.41	1.60	19.01	126065.
SEP.	1910543.37	29.56	1.55	19.07	100181.
OCT.	1751103.41	29.29	1.51	19.40	90275.
NOV.	1057967.55	28.51	1.41	20.22	52323.
DEC.	752756.17	28.15	1.42	19.82	37972.
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	15379169.60				801080.

*AVERAGE FOR NORTH EAST AREA
ESSEX, MIDDLESEX, NORFOLK COUNTIES

TABLE 41 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN FRANKLIN COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	6020.	349.	349.	0.	2007.	8724.
	PERSONAL	698.	0.	698.	0.	698.	2094.
	CONVENTION	611.	436.	872.	0.	87.	2007.
	VISIT F/R	5584.	523.	7154.	0.	1832.	15093.
	REC/S/ENT	3839.	0.	2792.	0.	2094.	8725.
	TOTAL	16751.	1309.	11865.	0.	6718.	36643.
SPRING	BUSINESS	5509.	319.	319.	0.	1836.	7984.
	PERSONAL	639.	0.	639.	0.	639.	1916.
	CONVENTION	559.	399.	798.	0.	80.	1836.
	VISIT F/R	5110.	479.	6547.	0.	1677.	13813.
	REC/S/ENT	3513.	0.	2555.	0.	1916.	7984.
	TOTAL	15330.	1198.	10859.	0.	6148.	33534.
SUMMER	BUSINESS	8207.	2238.	285.	0.	2238.	12969.
	PERSONAL	4477.	0.	1699.	0.	4103.	10279.
	CONVENTION	0.	4477.	254.	0.	0.	4731.
	VISIT F/R	4477.	1492.	22998.	0.	7461.	36428.
	REC/S/ENT	19399.	7834.	3861.	13803.	20145.	65042.
	TOTAL	36559.	16041.	29098.	13803.	33947.	129448.
FALL	BUSINESS	9599.	556.	556.	0.	3199.	13911.
	PERSONAL	1113.	0.	1113.	0.	1113.	3339.
	CONVENTION	974.	695.	1391.	0.	139.	3199.
	VISIT F/R	8903.	835.	11407.	0.	2921.	24066.
	REC/S/ENT	6121.	0.	4452.	0.	3339.	13911.
	TOTAL	26709.	2086.	18919.	0.	10712.	58426.
YEAR	BUSINESS	29335.	3463.	1510.	0.	9291.	43588.
	PERSONAL	6926.	0.	4149.	0.	6553.	17628.
	CONVENTION	2143.	6008.	3316.	0.	306.	11773.
	VISIT F/R	24073.	3330.	48106.	0.	13891.	89400.
	REC/S/ENT	32871.	7834.	13660.	13803.	27493.	95662.
	TOTAL	95349.	20634.	70740.	13803.	57525.	258051.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 42 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN FRANKLIN COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	10316.	598.	598.	0.	3439.	14951.
	PERSONAL	1196.	0.	1196.	0.	1196.	3589.
	CONVENTION	1047.	747.	1495.	0.	150.	3439.
	VISIT F/R	9569.	897.	12260.	0.	3140.	25865.
	REC/S/ENT	6579.	0.	4784.	0.	3588.	14951.
	TOTAL	28706.	2242.	20333.	0.	11512.	62794.
MAY-JUNE	BUSINESS	4371.	253.	253.	0.	1457.	6334.
	PERSONAL	507.	0.	507.	0.	507.	1520.
	CONVENTION	443.	317.	633.	0.	63.	1457.
	VISIT F/R	4054.	380.	5194.	0.	1330.	10959.
	REC/S/ENT	2787.	0.	2027.	0.	1520.	6335.
	TOTAL	12162.	950.	8615.	0.	4878.	26605.
JULY-AUG	BUSINESS	5411.	1476.	285.	0.	1476.	8648.
	PERSONAL	2952.	0.	1191.	0.	2705.	6847.
	CONVENTION	0.	2952.	0.	0.	0.	2952.
	VISIT F/R	2952.	984.	14610.	0.	4919.	23464.
	REC/S/ENT	12790.	5165.	3099.	9100.	13282.	43436.
	TOTAL	24104.	10576.	19185.	9100.	22382.	85347.
SEPT-OCT	BUSINESS	8064.	1068.	305.	0.	2518.	11955.
	PERSONAL	2136.	0.	1119.	0.	2009.	5264.
	CONVENTION	534.	1907.	1018.	0.	76.	3535.
	VISIT F/R	6411.	966.	14648.	0.	4145.	26170.
	REC/S/ENT	9968.	2669.	3205.	4702.	8695.	29240.
	TOTAL	27112.	6610.	20295.	4702.	17444.	76164.
YEAR	BUSINESS	28162.	3395.	1442.	0.	8889.	41888.
	PERSONAL	6790.	0.	4013.	0.	6417.	17220.
	CONVENTION	2024.	5923.	3146.	0.	289.	11382.
	VISIT F/R	22985.	3227.	46712.	0.	13534.	86458.
	REC/S/ENT	32123.	7834.	13116.	13803.	27085.	93961.
	TOTAL	92085.	20379.	68428.	13803.	56215.	250910.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 43 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN FRANKLIN COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	291.	9.	8.	0.	32.	341.
	PERSONAL	34.	0.	16.	0.	11.	61.
	CONVENTION	37.	11.	20.	0.	1.	69.
	VISIT F/R	215.	12.	126.	0.	20.	373.
	REC/S/ENT	164.	0.	74.	0.	69.	307.
	TOTAL	741.	33.	243.	0.	133.	1150.
SPRING	BUSINESS	274.	9.	7.	0.	30.	320.
	PERSONAL	32.	0.	15.	0.	10.	57.
	CONVENTION	43.	11.	18.	0.	1.	74.
	VISIT F/R	203.	11.	117.	0.	18.	349.
	REC/S/ENT	155.	0.	69.	0.	64.	287.
	TOTAL	707.	30.	226.	0.	124.	1087.
SUMMER	BUSINESS	400.	18.	6.	0.	54.	479.
	PERSONAL	218.	0.	36.	0.	100.	353.
	CONVENTION	21.	36.	5.	0.	0.	63.
	VISIT F/R	222.	0.	435.	0.	88.	745.
	REC/S/ENT	730.	200.	69.	205.	415.	1619.
	TOTAL	1591.	254.	551.	205.	657.	3258.
FALL	BUSINESS	491.	16.	13.	0.	54.	575.
	PERSONAL	57.	0.	27.	0.	19.	103.
	CONVENTION	70.	19.	34.	0.	2.	125.
	VISIT F/R	364.	20.	212.	0.	34.	630.
	REC/S/ENT	277.	0.	125.	0.	117.	519.
	TOTAL	1258.	55.	411.	0.	226.	1950.
YEAR	BUSINESS	1457.	51.	35.	0.	171.	1714.
	PERSONAL	340.	0.	93.	0.	140.	573.
	CONVENTION	171.	78.	77.	0.	5.	331.
	VISIT F/R	1004.	43.	890.	0.	160.	2096.
	REC/S/ENT	1325.	200.	336.	205.	665.	2732.
	TOTAL	4297.	372.	1431.	205.	1141.	7446.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 44 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN FRANKLIN COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	335.	16.	14.	0.	55.	420.
	PERSONAL	39.	0.	27.	0.	19.	85.
	CONVENTION	34.	20.	34.	0.	2.	90.
	VISIT F/R	262.	20.	216.	0.	34.	532.
	REC/S/ENT	493.	0.	126.	0.	118.	738.
	TOTAL	1163.	56.	417.	0.	229.	1865.
MAY-JUN	BUSINESS	144.	7.	6.	0.	24.	180.
	PERSONAL	17.	0.	12.	0.	8.	37.
	CONVENTION	15.	8.	15.	0.	1.	39.
	VISIT F/R	112.	9.	93.	0.	15.	228.
	REC/S/ENT	276.	0.	54.	0.	51.	382.
	TOTAL	564.	24.	179.	0.	99.	866.
JUL-AUG	BUSINESS	152.	12.	6.	0.	36.	205.
	PERSONAL	83.	0.	25.	0.	66.	173.
	CONVENTION	0.	24.	0.	0.	0.	24.
	VISIT F/R	150.	0.	276.	0.	58.	485.
	REC/S/ENT	671.	132.	55.	135.	274.	1267.
	TOTAL	1056.	168.	363.	135.	433.	2154.
SEP-OCT	BUSINESS	260.	19.	7.	0.	48.	334.
	PERSONAL	69.	0.	26.	0.	39.	133.
	CONVENTION	17.	34.	24.	0.	1.	76.
	VISIT F/R	218.	12.	275.	0.	48.	553.
	REC/S/ENT	658.	71.	67.	66.	224.	1086.
	TOTAL	1221.	136.	399.	66.	360.	2182.
YEAR	BUSINESS	891.	53.	33.	0.	163.	1139.
	PERSONAL	207.	0.	90.	0.	132.	429.
	CONVENTION	66.	86.	72.	0.	5.	228.
	VISIT F/R	742.	42.	860.	0.	155.	1798.
	REC/S/ENT	2098.	203.	303.	201.	667.	3472.
	TOTAL	4003.	383.	1358.	201.	1121.	7067.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 45 CALENDAR YEAR 1978

FRANKLIN COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	80770.30	21.05	1.49	14.13	5717.
FEB.	77205.10	21.01	1.58	13.30	5806.
MAR.	79141.97	21.80	1.44	15.14	5228.
APR.	45782.28	22.98	1.59	14.45	3168.
MAY	59650.54	23.52	1.60	14.70	4058.
JUNE	131849.59	23.59	1.45	16.27	8104.
JULY	180821.60	24.05	1.56	15.42	11729.
AUG.	189382.23	24.18	1.58	15.30	12375.
SEP.	181666.81	24.65	1.69.	14.59	12455.
OCT.	213801.03	24.36	1.67	14.59	14657.
NOV.	127498.73	23.26	1.51	15.40	8277.
DEC.	61257.71	22.72	1.40	16.23	3775.
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	1428827.89				95349.

*AVERAGE FOR PIONEER V. AREA
FRANKLIN, HAMPDEN, HAMPSHIRE COUNTIES

TABLE 46 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN HAMDEN COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	33585.	2024.	1862.	0.	11485.	48956.
	PERSONAL	3894.	2530.	3724.	0.	3995.	14144.
	CONVENTION	7123.	0.	10175.	0.	1018.	18315.
	VISIT F/R	31151.	3037.	34736.	0.	10487.	79410.
	REC/S/ENT	21417.	0.	18332.	0.	11985.	51733.
	TOTAL	97171.	7591.	68828.	0.	38970.	212559.
SPRING	BUSINESS	37720.	2373.	1982.	0.	13272.	55346.
	PERSONAL	4374.	2966.	3965.	0.	4617.	15921.
	CONVENTION	12774.	0.	18247.	0.	1825.	32846.
	VISIT F/R	34986.	3560.	36976.	0.	12119.	87640.
	REC/S/ENT	24053.	0.	19514.	0.	13849.	57417.
	TOTAL	113907.	8898.	80683.	0.	45682.	249170.
SUMMER	BUSINESS	30744.	12157.	0.	0.	11323.	54224.
	PERSONAL	16769.	0.	5997.	0.	13509.	36276.
	CONVENTION	6209.	0.	0.	0.	0.	6209.
	VISIT F/R	16769.	8106.	90044.	0.	29216.	144135.
	REC/S/ENT	72667.	42552.	17900.	54049.	78883.	266051.
	TOTAL	143158.	62815.	113942.	54049.	132930.	506894.
FALL	BUSINESS	41839.	2592.	2241.	0.	14574.	61246.
	PERSONAL	4851.	3241.	4484.	0.	5070.	17645.
	CONVENTION	12283.	0.	17545.	0.	1755.	31583.
	VISIT F/R	38806.	3889.	41818.	0.	13307.	97820.
	REC/S/ENT	26680.	0.	22069.	0.	15208.	63957.
	TOTAL	124459.	9723.	88157.	0.	49914.	272252.
YEAR	BUSINESS	143888.	19146.	6085.	0.	50654.	219773.
	PERSONAL	29889.	8737.	18170.	0.	27191.	83986.
	CONVENTION	38388.	0.	45966.	0.	4598.	88953.
	VISIT F/R	121712.	18591.	203573.	0.	65129.	409005.
	REC/S/ENT	144817.	42552.	77815.	54049.	119924.	439158.
	TOTAL	478693.	89027.	351610.	54049.	267496.	1240875.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 47 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN HAMDEN COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	60447.	3714.	3273.	0.	20937.	88371.
	PERSONAL	7009.	4643.	6547.	0.	7283.	25482.
	CONVENTION	16231.	0.	23185.	0.	2319.	41735.
	VISIT F/R	56066.	5572.	61063.	0.	19118.	141819.
	REC/S/ENT	38546.	0.	32226.	0.	21848.	92620.
	TOTAL	178299.	13929.	126293.	0.	71506.	390027.
MAY-JUNE							
	BUSINESS	25970.	1634.	1364.	0.	9139.	38107.
	PERSONAL	3011.	2043.	2729.	0.	3179.	10962.
	CONVENTION	8812.	0.	12587.	0.	1259.	22658.
	VISIT F/R	24088.	2451.	25450.	0.	8345.	60334.
	REC/S/ENT	16561.	0.	13432.	0.	9537.	39529.
	TOTAL	78442.	6128.	55562.	0.	31459.	171590.
JULY-AUG							
	BUSINESS	19038.	7447.	0.	0.	7928.	34413.
	PERSONAL	10385.	0.	3674.	0.	7284.	21342.
	CONVENTION	2886.	0.	0.	0.	0.	2886.
	VISIT F/R	10385.	4965.	55158.	0.	17896.	88404.
	REC/S/ENT	44999.	26066.	10965.	33108.	48320.	163459.
	TOTAL	87693.	38478.	69796.	33108.	81428.	310503.
SEPT-OCT							
	BUSINESS	29822.	5833.	970.	0.	9707.	46332.
	PERSONAL	8485.	1404.	4264.	0.	8421.	22575.
	CONVENTION	8656.	0.	7619.	0.	762.	17037.
	VISIT F/R	23188.	4825.	52987.	0.	17082.	98083.
	REC/S/ENT	39220.	16486.	16486.	20941.	37149.	130284.
	TOTAL	109371.	28548.	82329.	20941.	73121.	314310.
YEAR							
	BUSINESS	135277.	18627.	5607.	0.	47711.	207223.
	PERSONAL	28890.	8089.	17214.	0.	26167.	80360.
	CONVENTION	36585.	0.	43391.	0.	4341.	84317.
	VISIT F/R	113726.	17813.	194658.	0.	62442.	388639.
	REC/S/ENT	139326.	42552.	73110.	54049.	116854.	425891.
	TOTAL	453805.	87082.	333931.	54049.	257514.	1186431.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 48 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN HAMDEN COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	1647.	53.	42.	0.	184.	1927.
	PERSONAL	190.	67.	85.	0.	64.	405.
	CONVENTION	334.	0.	232.	0.	16.	582.
	VISIT F/R	1216.	69.	610.	0.	114.	2009.
	REC/S/ENT	927.	0.	483.	0.	394.	1805.
	TOTAL	4316.	189.	1452.	0.	772.	6729.
SPRING	BUSINESS	1921.	63.	46.	0.	216.	2246.
	PERSONAL	221.	79.	92.	0.	75.	467.
	CONVENTION	598.	0.	423.	0.	30.	1050.
	VISIT F/R	1416.	82.	659.	0.	134.	2291.
	REC/S/ENT	1080.	0.	524.	0.	465.	2068.
	TOTAL	5236.	225.	1744.	0.	919.	8123.
SUMMER	BUSINESS	1526.	98.	0.	0.	275.	1899.
	PERSONAL	831.	0.	126.	0.	328.	1284.
	CONVENTION	260.	0.	0.	0.	0.	260.
	VISIT F/R	845.	0.	1704.	0.	344.	2892.
	REC/S/ENT	2762.	1088.	319.	803.	1626.	6597.
	TOTAL	6224.	1186.	2149.	803.	2573.	12933.
FALL	BUSINESS	2196.	72.	54.	0.	248.	2571.
	PERSONAL	253.	90.	109.	0.	86.	539.
	CONVENTION	597.	0.	425.	0.	30.	1052.
	VISIT F/R	1621.	94.	778.	0.	153.	2646.
	REC/S/ENT	1235.	0.	620.	0.	532.	2387.
	TOTAL	5902.	256.	1986.	0.	1048.	9193.
YEAR	BUSINESS	7291.	287.	143.	0.	922.	8642.
	PERSONAL	1496.	236.	411.	0.	553.	2696.
	CONVENTION	1789.	0.	1079.	0.	76.	2944.
	VISIT F/R	5099.	245.	3751.	0.	744.	9839.
	REC/S/ENT	6004.	1088.	1946.	803.	3017.	12857.
	TOTAL	21678.	1856.	7330.	803.	5312.	36978.

RENT/ACCOM INCLUDES SEASONAL HOMES, RENTAL COTTAGES, AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION, SIGHTSEEING, AND ENTERTAINMENT.

TABLE 49 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN HAMDEN COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	1965.	98.	75.	0.	336.	2474.
	PERSONAL	228.	122.	149.	0.	117.	616.
	CONVENTION	528.	0.	528.	0.	37.	1093.
	VISIT F/R	1533.	127.	1075.	0.	208.	2943.
	REC/S/ENT	3127.	0.	851.	0.	721.	4699.
	TOTAL	7381.	347.	2677.	0.	1419.	11825.
MAY-JUN	BUSINESS	854.	44.	32.	0.	149.	1078.
	PERSONAL	99.	55.	63.	0.	52.	268.
	CONVENTION	290.	0.	292.	0.	20.	602.
	VISIT F/R	667.	57.	454.	0.	92.	1270.
	REC/S/ENT	1721.	0.	361.	0.	320.	2401.
	TOTAL	3631.	155.	1201.	0.	633.	5619.
JUL-AUG	BUSINESS	534.	60.	0.	0.	193.	786.
	PERSONAL	291.	0.	77.	0.	177.	545.
	CONVENTION	81.	0.	0.	0.	0.	81.
	VISIT F/R	537.	0.	1044.	0.	210.	1791.
	REC/S/ENT	2396.	667.	196.	492.	996.	4746.
	TOTAL	3839.	726.	1316.	492.	1576.	7949.
SEP-OCT	BUSINESS	960.	103.	22.	0.	186.	1272.
	PERSONAL	273.	25.	99.	0.	162.	558.
	CONVENTION	279.	0.	176.	0.	15.	469.
	VISIT F/R	814.	62.	995.	0.	198.	2068.
	REC/S/ENT	2610.	438.	347.	294.	957.	4645.
	TOTAL	4936.	627.	1638.	294.	1517.	9013.
YEAR	BUSINESS	4314.	304.	129.	0.	863.	5610.
	PERSONAL	891.	202.	388.	0.	507.	1988.
	CONVENTION	1177.	0.	996.	0.	72.	2245.
	VISIT F/R	3352.	245.	3567.	0.	709.	8072.
	REC/S/ENT	9854.	1104.	1754.	785.	2993.	16491.
	TOTAL	19788.	1855.	6832.	785.	5145.	34406.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 50 CALENDAR YEAR 1978

HAMDEN COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	394452.37	21.05	1.49	14.13	27921.
FEB.	431034.35	21.01	1.58	13.30	32415.
MAR.	557625.29	21.80	1.44	15.14	36834.
APR.	512564.61	22.98	1.59	14.45	35465.
MAY	565846.38	23.52	1.60	14.70	38493.
JUNE	649912.67	23.59	1.45	16.27	39948.
JULY	675157.08	24.05	1.56	15.42	43794.
AUG.	671817.61	24.18	1.58	15.30	43899.
SEP.	809000.40	24.65	1.69	14.59	55465.
OCT.	786314.86	24.36	1.67	14.59	53906.
NOV.	632448.20	23.26	1.51	15.40	41057.
DEC.	478648.74	22.72	1.40	16.23	29494.
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	7164822.56				478690.

*AVERAGE FOR PIONEER V. AREA
FRANKLIN, HAMPDEN, HAMPSHIRE COUNTIES

TABLE 51 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN HAMPSHIRE COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	9537.	553.	553.	0.	3179.	13822.
	PERSONAL	1029.	691.	2377.	0.	1106.	5203.
	CONVENTION	1044.	0.	111.	0.	138.	1293.
	VISIT F/R	8846.	829.	10654.	0.	2903.	23232.
	REC/S/ENT	6082.	0.	5103.	0.	3317.	14502.
	TOTAL	26538.	2073.	18798.	0.	10643.	58052.
SPRING	BUSINESS	13492.	782.	782.	0.	4497.	19553.
	PERSONAL	1456.	978.	3363,	0.	1564.	7361.
	CONVENTION	1477.	0.	156.	0.	196.	1829.
	VISIT F/R	12514.	1173.	15071.	0.	4106.	32865.
	REC/S/ENT	8603.	0.	7219.	0.	4693.	20515.
	TOTAL	37542.	2933.	26592.	0.	15056.	82123.
SUMMER	BUSINESS	9494.	2589.	296.	0.	3319.	15699.
	PERSONAL	5032.	4967.	2240.	0.	4017.	16256.
	CONVENTION	147.	212.	54.	0.	0.	412.
	VISIT F/R	5179.	1726.	27785.	0.	8631.	43321.
	REC/S/ENT	22441.	9063.	3287.	15968.	23304.	74063.
	TOTAL	42293.	18557.	33662.	15968.	39271.	149751.
FALL	BUSINESS	13081.	758.	758.	0.	4360.	18958.
	PERSONAL	1412.	948.	3261.	0.	1517.	7137.
	CONVENTION	1432.	0.	152.	0.	190.	1774.
	VISIT F/R	12133.	1137.	14613.	0.	3981.	31865.
	REC/S/ENT	8342.	0.	7000.	0.	4550.	19891.
	TOTAL	36400.	2844.	25783.	0.	14598.	79625.
YEAR	BUSINESS	45605.	4682.	2389.	0.	15356.	68032.
	PERSONAL	8928.	7584.	11241.	0.	8204.	35957.
	CONVENTION	4101.	212.	472.	0.	523.	5303.
	VISIT F/R	38672.	4666.	68123.	0.	19622.	131282.
	REC/S/ENT	45468.	9063.	22609.	15968.	35864.	128971.
	TOTAL	142773.	26407.	104834.	15968.	79569.	369551.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 52 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN HAMPSHIRE COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	18904.	1096.	1096.	0.	6301.	27397.
	PERSONAL	2040.	1370.	4712.	0.	2192.	10314.
	CONVENTION	2070.	0.	219.	0.	274.	2563.
	VISIT F/R	17534.	1644.	21117.	0.	5754.	46048.
	REC/S/ENT	12055.	0.	10115.	0.	6575.	28745.
	TOTAL	52602.	4109.	37259.	0.	21096.	115067.
MAY-JUNE							
	BUSINESS	9048.	524.	524.	0.	3016.	13112.
	PERSONAL	976.	656.	2255.	0.	1049.	4936.
	CONVENTION	991.	0.	105.	0.	131.	1227.
	VISIT F/R	8392.	787.	10107.	0.	2754.	22040.
	REC/S/ENT	5770.	0.	4841.	0.	3147.	13758.
	TOTAL	25176.	1967.	17833.	0.	10097.	55073.
JULY-AUG							
	BUSINESS	5616.	1532.	296.	0.	2262.	9706.
	PERSONAL	3063.	3063.	1210.	0.	2078.	9415.
	CONVENTION	0.	0.	26.	0.	0.	26.
	VISIT F/R	3063.	1021.	16849.	0.	5106.	26039.
	REC/S/ENT	13275.	5361.	1532.	9445.	13785.	43398.
	TOTAL	25018.	10977.	19912.	9445.	23230.	88583.
SEPT-OCT							
	BUSINESS	10620.	1448.	391.	0.	3305.	15764.
	PERSONAL	2696.	2392.	2710.	0.	2721.	10519.
	CONVENTION	885.	212.	106.	0.	98.	1301.
	VISIT F/R	8369.	1291.	18468.	0.	5577.	33705.
	REC/S/ENT	13466.	3702.	5363.	6522.	11864.	40917.
	TOTAL	36035.	9046.	27038.	6522.	23565.	102206.
YEAR							
	BUSINESS	44188.	4600.	2307.	0.	14884.	65979.
	PERSONAL	8776.	7481.	10888.	0.	8040.	35184.
	CONVENTION	3946.	212.	456.	0.	503.	5116.
	VISIT F/R	37358.	4743.	66540.	0.	19190.	127832.
	REC/S/ENT	44565.	9063.	21851.	15968.	35371.	126817.
	TOTAL	138832.	26099.	102042.	15968.	77988.	360929.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 53 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN HAMPSHIRE COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	461.	15.	13.	0.	51.	539.
	PERSONAL	51.	18.	54.	0.	18.	141.
	CONVENTION	61.	0.	3.	0.	2.	66.
	VISIT F/R	341.	19.	187.	0.	32.	579.
	REC/S/ENT	260.	0.	135.	0.	109.	504.
	TOTAL	1174.	52.	391.	0.	211.	1828.
SPRING	BUSINESS	667.	21.	18.	0.	73.	779.
	PERSONAL	73.	26.	78.	0.	25.	203.
	CONVENTION	107.	0.	4.	0.	3.	113.
	VISIT F/R	493.	27.	269.	0.	45.	834.
	REC/S/ENT	376.	0.	194.	0.	157.	727.
	TOTAL	1716.	74.	562.	0.	304.	2657.
SUMMER	BUSINESS	462.	21.	6.	0.	81.	570.
	PERSONAL	247.	40.	47.	0.	98.	432.
	CONVENTION	30.	2.	1.	0.	0.	33.
	VISIT F/R	256.	0.	526.	0.	102.	883.
	REC/S/ENT	843.	232.	59.	237.	480.	1851.
	TOTAL	1839.	294.	639.	237.	760.	3768.
FALL	BUSINESS	670.	21.	18.	0.	74.	784.
	PERSONAL	74.	26.	79.	0.	26.	205.
	CONVENTION	99.	0.	4.	0.	3.	106.
	VISIT F/R	496.	27.	272.	0.	46.	841.
	REC/S/ENT	378.	0.	197.	0.	159.	733.
	TOTAL	1716.	75.	570.	0.	308.	2669.
YEAR	BUSINESS	2260.	77.	55.	0.	279.	2671.
	PERSONAL	445.	111.	258.	0.	166.	980.
	CONVENTION	297.	2.	11.	0.	9.	318.
	VISIT F/R	1586.	73.	1253.	0.	224.	3137.
	REC/S/ENT	1856.	232.	584.	237.	906.	3815.
	TOTAL	6445.	495.	2161.	237.	1584.	10922.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 54 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN HAMPSHIRE COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	615.	29.	25.	0.	101.	770.
	PERSONAL	66.	36.	107.	0.	35.	245.
	CONVENTION	67.	0.	5.	0.	4.	77.
	VISIT F/R	480.	37.	372.	0.	63.	951.
	REC/S/ENT	935.	0.	267.	0.	217.	1419.
	TOTAL	2163.	102.	776.	0.	420.	3461.
MAY-JUN	BUSINESS	298.	14.	12.	0.	49.	373.
	PERSONAL	32.	17.	52.	0.	17.	119.
	CONVENTION	33.	0.	2.	0.	2.	37.
	VISIT F/R	233.	18.	180.	0.	30.	461.
	REC/S/ENT	564.	0.	130.	0.	106.	799.
	TOTAL	1159.	50.	377.	0.	204.	1789.
JUL-AUG	BUSINESS	158.	12.	6.	0.	55.	231.
	PERSONAL	86.	25.	25.	0.	50.	186.
	CONVENTION	0.	0.	1.	0.	0.	1.
	VISIT F/R	156.	0.	319.	0.	60.	535.
	REC/S/ENT	696.	137.	27.	140.	284.	1285.
	TOTAL	1095.	174.	378.	140.	450.	2237.
SEP-OCT	BUSINESS	342.	26.	9.	0.	63.	440.
	PERSONAL	87.	42.	63.	0.	52.	244.
	CONVENTION	28.	4.	2.	0.	2.	37.
	VISIT F/R	287.	17.	347.	0.	65.	715.
	REC/S/ENT	879.	98.	113.	92.	305.	1487.
	TOTAL	1623.	186.	533.	92.	488.	2922.
YEAR	BUSINESS	1412.	81.	52.	0.	269.	1813.
	PERSONAL	271.	120.	248.	0.	155.	794.
	CONVENTION	128.	4.	10.	0.	8.	151.
	VISIT F/R	1155.	72.	1217.	0.	218.	2662.
	REC/S/ENT	3073.	235.	537.	232.	912.	4989.
	TOTAL	6039.	512.	2065.	232.	1562.	10410.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R-FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 55 CALENDAR YEAR 1978

HAMPSHIRE COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	104011.48	21.05	1.49	14.13	7362.
FEB.	136366.08	21.01	1.58	13.30	10255.
MAR.	135046.59	21.80	1.44	15.14	8921.
APR.	178717.33	22.98	1.59	14.45	12366.
MAY	203447.54	23.52	1.60	14.70	13840.
JUNE	184428.01	23.59	1.45	16.27	11336.
JULY	165265.07	24.05	1.56	15.42	10720.
AUG.	218809.62	24.18	1.58	15.30	14298.
SEP.	251971.41	24.65	1.69	14.59	17275.
OCT.	273649.21	24.36	1.67	14.59	18760.
NOV.	171845.61	23.26	1.51	15.40	11156.
DEC.	105226.57	22.72	1.40	16.23	6484.
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	2128784.52				142772.

*AVERAGE FOR PIONEER V. AREA
FRANKLIN, HAMPDEN, HAMPSHIRE COUNTIES

TABLE 56 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN MIDDLESEX COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	152317.	10521.	105753.	0.	20486.	289577.
	PERSONAL	51493.	9965.	81637.	0.	22701.	165796.
	CONVENTION	8858.	0.	5848.	0.	2770.	17476.
	VISIT F/R	80838.	13287.	813368.	0.	16609.	924102.
	REC/S/ENT	71424.	24915.	22149.	0.	17716.	136205.
	TOTAL	365430.	58689.	1028755.	0.	80282.	1533156.
SPRING	BUSINESS	174640.	12023.	120855.	0.	23412.	330930.
	PERSONAL	58847.	11388.	93295.	0.	25943.	189473.
	CONVENTION	10123.	0.	6683.	0.	3166.	19972.
	VISIT F/R	92382.	15185.	929522.	0.	18981.	1056069.
	REC/S/ENT	81624.	28473.	25312.	0.	20246.	155655.
	TOTAL	417616.	67070.	1175667.	0.	91747.	1752099.
SUMMER	BUSINESS	106677.	3388.	9594.	0.	3888.	123547.
	PERSONAL	23141.	20318.	34460.	0.	5142.	83062.
	CONVENTION	0.	0.	2228.	0.	0.	2228.
	VISIT F/R	41765.	18059.	720202.	0.	5646.	785673.
	REC/S/ENT	291242.	162553.	129818.	35559.	4517.	623689.
	TOTAL	462825.	204319.	896302.	35559.	19193.	1618198.
FALL	BUSINESS	169044.	11638.	116982.	0.	22662.	320326.
	PERSONAL	56961.	11024.	90306.	0.	25111.	183402.
	CONVENTION	9799.	0.	6469.	0.	3064.	19332.
	VISIT F/R	89422.	14698.	899737.	0.	18373.	1022229.
	REC/S/ENT	79008.	27561.	24501.	0.	19597.	150668.
	TOTAL	404234.	64921.	1137995.	0.	88807.	1695957.
YEAR	BUSINESS	603178.	37570.	353185.	0.	70447.	1064380.
	PERSONAL	190443.	52695.	299698.	0.	78897.	621732.
	CONVENTION	28780.	0.	21228.	0.	9000.	59008.
	VISIT F/R	304406.	61229.	3362829.	0.	59609.	3788073.
	REC/S/ENT	523298.	243503.	201780.	35559.	62077.	1066216.
	TOTAL	1650105.	394998.	4238719.	35559.	280030.	6599410.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 57 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN MIDDLESEX COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	302227.	20807.	209148.	0.	40516.	572699.
	PERSONAL	101839.	19709.	161454.	0.	44895.	327896.
	CONVENTION	17519.	0.	11566.	0.	5478.	34563.
	VISIT F/R	159873.	26278.	1608603.	0.	32848.	1827602.
	REC/S/ENT	141256.	49275.	43804.	0.	35038.	269373.
	TOTAL	722714.	116069.	2034575.	0.	158775.	3032132.
MAY-JUNE							
	BUSINESS	119202.	8207.	82471.	0.	15980.	225880.
	PERSONAL	40166.	7773.	63679.	0.	17707.	129326.
	CONVENTION	6910.	0.	4562.	0.	2161.	13632.
	VISIT F/R	63056.	10364.	634454.	0.	12956.	720830.
	REC/S/ENT	55713.	19435.	17277.	0.	13819.	106244.
	TOTAL	285048.	45779.	802463.	0.	62623.	1195912.
JULY-AUG							
	BUSINESS	70374.	2235.	6329.	0.	2927.	81865.
	PERSONAL	15266.	13404.	22713.	0.	3030.	54412.
	CONVENTION	0.	0.	1490.	0.	0.	1490.
	VISIT F/R	27552.	11914.	475111.	0.	3725.	518302.
	REC/S/ENT	192130.	107235.	85640.	23458.	2980.	411443.
	TOTAL	305322.	134787.	591283.	23458.	12662.	1067512.
SEPT-OCT							
	BUSINESS	103944.	5810.	50074.	0.	10028.	169856.
	PERSONAL	30667.	11325.	47882.	0.	12160.	102035.
	CONVENTION	3921.	0.	3326.	0.	1226.	8473.
	VISIT F/R	49994.	12027.	605108.	0.	9273.	676402.
	REC/S/ENT	130726.	66346.	53982.	12101.	9379.	272534.
	TOTAL	319252.	95508.	760372.	12101.	42067.	1229299.
YEAR							
	BUSINESS	595747.	37058.	348042.	0.	69451.	1050299.
	PERSONAL	187939.	52211.	295728.	0.	77793.	613670.
	CONVENTION	28349.	0.	20944.	0.	8865.	58158.
	VISIT F/R	300475.	60583.	3323276.	0.	58801.	3743136.
	REC/S/ENT	519825.	242291.	200702.	35559.	61216.	1059593.
	TOTAL	1632335.	392144.	4188692.	35559.	276126.	6524856.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 58 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN MIDDLESEX COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	8081.	277.	2408.	0.	328.	11093.
	PERSONAL	2723.	262.	1859.	0.	363.	5207.
	CONVENTION	468.	0.	133.	0.	44.	646.
	VISIT F/R	3386.	303.	14275.	0.	181.	18144.
	REC/S/ENT	3452.	708.	584.	0.	583.	5327.
	TOTAL	18110.	1550.	19259.	0.	1498.	40417.
SPRING	BUSINESS	9399.	321.	2799.	0.	380.	12900.
	PERSONAL	3167.	304.	2161.	0.	422.	6053.
	CONVENTION	545.	0.	155.	0.	51.	751.
	VISIT F/R	3941.	351.	16573.	0.	209.	21075.
	REC/S/ENT	4017.	823.	680.	0.	679.	6199.
	TOTAL	21070.	1798.	22367.	0.	1742.	46978.
SUMMER	BUSINESS	5527.	27.	201.	0.	94.	5850.
	PERSONAL	1211.	163.	722.	0.	125.	2221.
	CONVENTION	0.	0.	47.	0.	0.	47.
	VISIT F/R	1980.	0.	13626.	0.	66.	15673.
	REC/S/ENT	13234.	4156.	2316.	528.	93.	20327.
	TOTAL	21952.	4347.	16912.	528.	379.	44118.
FALL	BUSINESS	9470.	325.	2833.	0.	385.	13012.
	PERSONAL	3191.	307.	2187.	0.	427.	6112.
	CONVENTION	549.	0.	157.	0.	52.	758.
	VISIT F/R	3970.	354.	16744.	0.	211.	21279.
	REC/S/ENT	4043.	829.	688.	0.	666.	6246.
	TOTAL	21222.	1815.	22609.	0.	1760.	47407.
YEAR	BUSINESS	32477.	950.	8241.	0.	1187.	42855.
	PERSONAL	10292.	1037.	6929.	0.	1336.	19594.
	CONVENTION	1562.	0.	491.	0.	148.	2201.
	VISIT F/R	13278.	1007.	61218.	0.	667.	76171.
	REC/S/ENT	24746.	6516.	4268.	528.	2041.	38099.
	TOTAL	82355.	9510.	81147.	528.	5380.	178920.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 59 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN MIDDLESEX COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	9825.	548.	4764.	0.	650.	15789.
	PERSONAL	3311.	520.	3678.	0.	721.	8229.
	CONVENTION	570.	0.	263.	0.	88.	921.
	VISIT F/R	4373.	597.	28311.	0.	358.	33639.
	REC/S/ENT	13884.	1390.	1156.	0.	1156.	17585.
	TOTAL	31962.	3055.	38174.	0.	2973.	76163.
MAY-JUN	BUSINESS	3922.	219.	1910.	0.	260.	6311.
	PERSONAL	1321.	207.	1475.	0.	288.	3292.
	CONVENTION	227.	0.	106.	0.	35.	368.
	VISIT F/R	1747.	239.	11312.	0.	143.	13442.
	REC/S/ENT	7192.	561.	464.	0.	464.	8681.
	TOTAL	14409.	1227.	15267.	0.	1189.	32093.
JUL-AUG	BUSINESS	1974.	18.	133.	0.	71.	2196.
	PERSONAL	428.	108.	476.	0.	74.	1085.
	CONVENTION	0.	0.	31.	0.	0.	31.
	VISIT F/R	987.	0.	8989.	0.	44.	10020.
	REC/S/ENT	11085.	2742.	1528.	348.	61.	15764.
	TOTAL	14474.	2868.	11157.	348.	250.	29096.
SEP-OCT	BUSINESS	3346.	103.	1157.	0.	193.	4798.
	PERSONAL	987.	200.	1106.	0.	233.	2527.
	CONVENTION	126.	0.	77.	0.	24.	227.
	VISIT F/R	1547.	154.	11358.	0.	107.	13166.
	REC/S/ENT	9895.	1762.	1135.	170.	242.	13203.
	TOTAL	15901.	2218.	14832.	170.	799.	33919.
YEAR	BUSINESS	19067.	888.	7964.	0.	1174.	29093.
	PERSONAL	6048.	1035.	6735.	0.	1315.	15132.
	CONVENTION	923.	0.	477.	0.	147.	1547.
	VISIT F/R	8653.	990.	59971.	0.	652.	70266.
	REC/S/ENT	42055.	6455.	4283.	518.	1923.	55233.
	TOTAL	76745.	9368.	79430.	518.	5210.	171271.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 60 CALENDAR YEAR 1978

MIDDLESEX COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	1849195.66	25.80	1.34	19.25	96043.
FEB.	2628617.25	25.79	1.40	18.42	142693.
MAR.	2394481.02	26.27	1.39	18.90	126697.
APR.	2514152.64	26.93	1.42	18.96	132570.
MAY	2690959.39	27.68	1.45	19.09	140964.
JUNE	2802427.13	28.98	1.49	19.45	144086.
JULY	2738309.06	29.98	1.58	18.97	144314.
AUG.	3060158.65	30.41	1.60	19.01	161008.
SEP.	3003736.79	29.56	1.55	19.07	157503.
OCT.	3137525.63	29.29	1.51	19.40	161750.
NOV.	2542178.90	28.51	1.41	20.22	125727.
DEC.	2314666.33	28.15	1.42	19.82	116761.
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	31676408.45				1650117.

*AVERAGE FOR NORTH EAST AREA
ESSEX, MIDDLESEX, NORFOLK COUNTIES

TABLE 61 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN NANTUCKET COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	165.	0.	426.	0.	150.	741.
	PERSONAL	119.	711.	512.	0.	209.	1551.
	CONVENTION	398.	0.	0.	0.	28.	426.
	VISIT F/R	796.	0.	5144.	0.	122.	6062.
	REC/S/ENT	5030.	5579.	1364.	0.	348.	12321.
	TOTAL	6508.	6290.	7446.	0.	857.	21101.
SPRING	BUSINESS	1089.	0.	2816.	0.	1398.	5302.
	PERSONAL	783.	4696.	3379.	0.	1950.	10813.
	CONVENTION	2628.	0.	0.	0.	258.	2886.
	VISIT F/R	5256.	0.	33979.	0.	1140.	40375.
	REC/S/ENT	33228.	36848.	9011.	0.	3237.	82324.
	TOTAL	42990.	41544.	49184.	0.	7982.	141701.
SUMMER	BUSINESS	4640.	0.	826.	0.	1946.	7412.
	PERSONAL	454.	0.	0.	0.	4449.	4903.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	3855.	0.	61542.	0.	1946.	67343.
	REC/S/ENT	106562.	176839.	42680.	0.	20574.	346655.
	TOTAL	115511.	176839.	105048.	0.	28915.	426312.
FALL	BUSINESS	579.	0.	1497.	0.	464.	2540.
	PERSONAL	419.	2497.	1797.	0.	647.	5360.
	CONVENTION	1398.	0.	0.	0.	85.	1483.
	VISIT F/R	2795.	0.	16068.	0.	379.	21242.
	REC/S/ENT	17669.	19594.	4792.	0.	1075.	43129.
	TOTAL	22860.	22091.	26154.	0.	2650.	73754.
YEAR	BUSINESS	6473.	0.	5565.	0.	3953.	15976.
	PERSONAL	1781.	7904.	5687.	0.	7255.	22628.
	CONVENTION	4424.	0.	0.	0.	371.	4795.
	VISIT F/R	12702.	0.	118732.	0.	3587.	135022.
	REC/S/ENT	162489.	238859.	57847.	0.	25233.	484428.
	TOTAL	187869.	246763.	187832.	0.	40404.	662868.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 62 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN NANTUCKET COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	492.	0.	1273.	0.	570.	2336.
	PERSONAL	357.	2124.	1528.	0.	796.	4804.
	CONVENTION	1189.	0.	0.	0.	105.	1294.
	VISIT F/R	2377.	0.	15364.	0.	465.	18207.
	REC/S/ENT	15025.	16662.	4075.	0.	1321.	37083.
	TOTAL	19439.	18786.	22240.	0.	3257.	63722.
MAY-JUNE	BUSINESS	951.	0.	2459.	0.	1159.	4568.
	PERSONAL	688.	4100.	2950.	0.	1616.	9355.
	CONVENTION	2295.	0.	0.	0.	213.	2508.
	VISIT F/R	4589.	0.	29668.	0.	945.	35202.
	REC/S/ENT	29012.	32173.	7868.	0.	2683.	71736.
	TOTAL	37536.	36273.	42944.	0.	6616.	123369.
JULY-AUG	BUSINESS	3162.	0.	575.	0.	1619.	5356.
	PERSONAL	384.	0.	0.	0.	3701.	4085.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	2683.	0.	42840.	0.	1619.	47142.
	REC/S/ENT	74179.	123099.	29710.	0.	17116.	244103.
	TOTAL	80408.	123099.	73124.	0.	24055.	300686.
SEPT-OCT	BUSINESS	1870.	0.	1266.	0.	640.	3776.
	PERSONAL	355.	1693.	1218.	0.	1184.	4450.
	CONVENTION	948.	0.	0.	0.	58.	1005.
	VISIT F/R	3066.	0.	30952.	0.	582.	34601.
	REC/S/ENT	44362.	67024.	16219.	0.	4183.	131788.
	TOTAL	50601.	68717.	49655.	0.	6647.	175620.
YEAR	BUSINESS	6476.	0.	5573.	0.	3988.	16037.
	PERSONAL	1783.	7917.	5696.	0.	7297.	22693.
	CONVENTION	4431.	0.	0.	0.	376.	4807.
	VISIT F/R	12716.	0.	118823.	0.	3612.	135151.
	REC/S/ENT	162578.	238958.	57871.	0.	25302.	484709.
	TOTAL	187984.	246875.	187964.	0.	40575.	663398.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 63 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN NANTUCKET COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	7.	0.	10.	0.	2.	19.
	PERSONAL	6.	19.	12.	0.	3.	40.
	CONVENTION	19.	0.	0.	0.	0.	19.
	VISIT F/R	31.	0.	90.	0.	1.	122.
	REC/S/ENT	202.	159.	36.	0.	11.	408.
	TOTAL	265.	177.	148.	0.	19.	609.
SPRING	BUSINESS	49.	0.	65.	0.	23.	137.
	PERSONAL	44.	125.	78.	0.	32.	279.
	CONVENTION	130.	0.	0.	0.	4.	134.
	VISIT F/R	212.	0.	606.	0.	13.	831.
	REC/S/ENT	1391.	1065.	242.	0.	109.	2806.
	TOTAL	1827.	1190.	991.	0.	180.	4187.
SUMMER	BUSINESS	229.	0.	17.	0.	47.	293.
	PERSONAL	19.	0.	0.	0.	108.	128.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	174.	0.	1164.	0.	23.	1362.
	REC/S/ENT	4576.	4522.	761.	0.	424.	10283.
	TOTAL	4999.	4522.	1943.	0.	602.	12066.
FALL	BUSINESS	27.	0.	36.	0.	8.	71.
	PERSONAL	23.	70.	44.	0.	11.	147.
	CONVENTION	70.	0.	0.	0.	1.	71.
	VISIT F/R	114.	0.	336.	0.	4.	455.
	REC/S/ENT	750.	589.	135.	0.	38.	1512.
	TOTAL	984.	659.	551.	0.	62.	2256.
YEAR	BUSINESS	312.	0.	128.	0.	80.	520.
	PERSONAL	93.	214.	133.	0.	154.	594.
	CONVENTION	219.	0.	0.	0.	6.	225.
	VISIT F/R	532.	0.	2197.	0.	41.	2770.
	REC/S/ENT	6919.	6334.	1174.	0.	582.	15009.
	TOTAL	8074.	6548.	3633.	0.	863.	19118.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 64 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN NANTUCKET COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	16.	0.	29.	0.	9.	54.
	PERSONAL	12.	56.	35.	0.	13.	115.
	CONVENTION	39.	0.	0.	0.	2.	40.
	VISIT F/R	65.	0.	270.	0.	5.	340.
	REC/S/ENT	590.	470.	108.	0.	44.	1211.
	TOTAL	721.	526.	442.	0.	72.	1761.
MAY-JUN	BUSINESS	31.	0.	57.	0.	19.	107.
	PERSONAL	23.	109.	69.	0.	26.	227.
	CONVENTION	76.	0.	0.	0.	3.	79.
	VISIT F/R	127.	0.	529.	0.	10.	667.
	REC/S/ENT	1345.	929.	211.	0.	90.	2576.
	TOTAL	1602.	1039.	865.	0.	149.	3655.
JUL-AUG	BUSINESS	89.	0.	12.	0.	39.	140.
	PERSONAL	11.	0.	0.	0.	90.	101.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	95.	0.	811.	0.	19.	925.
	REC/S/ENT	3352.	3148.	530.	0.	353.	7383.
	TOTAL	3547.	3148.	1353.	0.	501.	8548.
SEP-OCT	BUSINESS	60.	0.	29.	0.	12.	102.
	PERSONAL	11.	30.	28.	0.	23.	92.
	CONVENTION	31.	0.	0.	0.	1.	32.
	VISIT F/R	95.	0.	581.	0.	7.	683.
	REC/S/ENT	1928.	1780.	341.	0.	108.	4157.
	TOTAL	2125.	1810.	979.	0.	151.	5065.
YEAR	BUSINESS	196.	0.	127.	0.	80.	403.
	PERSONAL	56.	195.	131.	0.	152.	535.
	CONVENTION	145.	0.	0.	0.	6.	151.
	VISIT F/R	383.	0.	2191.	0.	41.	2615.
	REC/S/ENT	7215.	6327.	1190.	0.	594.	15326.
	TOTAL	7995.	6522.	3639.	0.	873.	19029.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 65 CALENDAR YEAR 1978

NANTUCKET COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	16154.36	17.70	1.79	9.89	1634.
FEB.	20074.25	20.51	1.79	11.46	1752.
MAR.	34671.76	20.43	1.84	11.10	3123.
APR.	58766.51	21.01	1.95	10.77	5454.
MAY	129280.36	22.65	1.98	11.44	11301.
JUNE	331841.61	26.69	2.11	12.65	26234.
JULY	567176.28	38.40	2.43	15.80	35892.
AUG.	694633.20	38.23	2.45	15.60	44516.
SEP.	454122.09	26.65	2.06	12.94	35103.
OCT.	175987.52	22.37	1.97	11.36	15498.
NOV.	48304.26	21.00	1.90	11.05	4370.
DEC.	33176.42	20.41	1.84	11.09	2991.
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	2564188.62				187868.

*AVERAGE FOR CAPE/ISLES AREA
BARNSTABLE, DUKES, NANTUCKET COUNTIES

TABLE 66 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN NORFOLK COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	66213.	4559.	45821.	0.	8876.	125469.
	PERSONAL	22311.	4318.	36850.	0.	9836.	73315.
	CONVENTION	3838.	0.	1056.	0.	1200.	6094.
	VISIT F/R	35026.	5757.	352419.	0.	7196.	400398.
	REC/S/ENT	30947.	10795.	9597.	0.	7676.	59015.
	TOTAL	158335.	25429.	445742.	0.	34785.	664290.
SPRING	BUSINESS	83479.	5747.	57769.	0.	11191.	158186.
	PERSONAL	28129.	5444.	46459.	0.	12401.	92432.
	CONVENTION	4839.	0.	1331.	0.	1513.	7683.
	VISIT F/R	44159.	7258.	444316.	0.	9073.	504806.
	REC/S/ENT	39017.	13610.	12099.	0.	9678.	74404.
	TOTAL	199622.	32060.	561974.	0.	43855.	837512.
SUMMER	BUSINESS	45580.	2689.	4185.	0.	1713.	54167.
	PERSONAL	11049.	7651.	15206.	0.	2226.	36132.
	CONVENTION	0.	0.	798.	0.	0.	798.
	VISIT F/R	18219.	7878.	314162.	0.	2463.	342721.
	REC/S/ENT	127044.	70908.	56628.	15511.	1970.	272062.
	TOTAL	201891.	89127.	390979.	15511.	8372.	705880.
FALL	BUSINESS	60960.	4197.	42186.	0.	8172.	115516.
	PERSONAL	20541.	3975.	33927.	0.	9056.	67499.
	CONVENTION	3534.	0.	972.	0.	1105.	5611.
	VISIT F/R	32247.	5300.	324462.	0.	6626.	368634.
	REC/S/ENT	28492.	9939.	8835.	0.	7067.	54333.
	TOTAL	145774.	23412.	410382.	0.	32025.	611593.
YEAR	BUSINESS	256232.	17192.	149961.	0.	29952.	453338.
	PERSONAL	82030.	21388.	132441.	0.	33518.	269378.
	CONVENTION	12211.	0.	4157.	0.	3818.	20186.
	VISIT F/R	129650.	26194.	1435358.	0.	25358.	1616560.
	REC/S/ENT	225499.	105253.	87160.	15511.	26392.	459814.
	TOTAL	705622.	170027.	1809077.	15511.	119038.	2819275.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 67   TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN NORFOLK COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	138031.	9503.	95521.	0.	18504.	261559.
	PERSONAL	46511.	9001.	76819.	0.	20504.	152836.
	CONVENTION	8001.	0.	2201.	0.	2502.	12704.
	VISIT F/R	73016.	12002.	734670.	0.	15002.	834690.
	REC/S/ENT	64513.	22505.	20006.	0.	16002.	123026.
	TOTAL	330073.	53010.	929217.	0.	72514.	1384815.
MAY-JUNE							
	BUSINESS	56232.	3871.	38914.	0.	7533.	106556.
	PERSONAL	18948.	3667.	31295.	0.	8353.	62263.
	CONVENTION	3260.	0.	897.	0.	1019.	5175.
	VISIT F/R	29746.	4889.	299295.	0.	6112.	340042.
	REC/S/ENT	26282.	9168.	8150.	0.	6519.	50119.
	TOTAL	134467.	21596.	378551.	0.	29541.	564156.
JULY-AUG							
	BUSINESS	30852.	2222.	2861.	0.	1323.	37257.
	PERSONAL	7854.	4846.	10265.	0.	1369.	24335.
	CONVENTION	0.	0.	673.	0.	0.	673.
	VISIT F/R	12452.	5384.	214731.	0.	1684.	234251.
	REC/S/ENT	86935.	48466.	38706.	10602.	1347.	185955.
	TOTAL	137993.	60918.	267235.	10602.	5723.	482471.
SEPT-OCT							
	BUSINESS	39300.	2159.	18329.	0.	3684.	63473.
	PERSONAL	11475.	4408.	18616.	0.	4507.	39005.
	CONVENTION	1424.	0.	517.	0.	445.	2386.
	VISIT F/R	18765.	4630.	230218.	0.	3450.	257063.
	REC/S/ENT	51694.	26448.	21484.	4909.	3472.	108008.
	TOTAL	122658.	37645.	289164.	4909.	15559.	469935.
YEAR							
	BUSINESS	264415.	17755.	155625.	0.	31049.	468845.
	PERSONAL	84788.	21922.	136996.	0.	34734.	278439.
	CONVENTION	12685.	0.	4288.	0.	3967.	20939.
	VISIT F/R	133979.	26905.	1478914.	0.	26247.	1666046.
	REC/S/ENT	229324.	106587.	88346.	15511.	27340.	467108.
	TOTAL	725191.	173169.	1864168.	15511.	123337.	2901377.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 68 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN NORFOLK COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	3504.	120.	1043.	0.	142.	4809.
	PERSONAL	1181.	114.	839.	0.	157.	2291.
	CONVENTION	203.	0.	24.	0.	19.	246.
	VISIT F/R	1468.	131.	6185.	0.	78.	7863.
	REC/S/ENT	1497.	307.	253.	0.	253.	2309.
	TOTAL	7853.	672.	8344.	0.	649.	17518.
SPRING	BUSINESS	4493.	153.	1338.	0.	182.	6166.
	PERSONAL	1514.	145.	1076.	0.	202.	2937.
	CONVENTION	260.	0.	31.	0.	25.	316.
	VISIT F/R	1884.	168.	7922.	0.	100.	10074.
	REC/S/ENT	1920.	393.	325.	0.	325.	2963.
	TOTAL	10071.	859.	10692.	0.	833.	22455.
SUMMER	BUSINESS	2384.	22.	88.	0.	42.	2535.
	PERSONAL	555.	62.	319.	0.	54.	989.
	CONVENTION	0.	0.	17.	0.	0.	17.
	VISIT F/R	864.	0.	5944.	0.	29.	6837.
	REC/S/ENT	5772.	1813.	1010.	230.	41.	8867.
	TOTAL	9575.	1896.	7377.	230.	165.	19244.
FALL	BUSINESS	3415.	117.	1022.	0.	139.	4693.
	PERSONAL	1151.	111.	822.	0.	154.	2237.
	CONVENTION	198.	0.	24.	0.	19.	240.
	VISIT F/R	1432.	128.	6038.	0.	76.	7674.
	REC/S/ENT	1458.	299.	248.	0.	247.	2253.
	TOTAL	7654.	655.	8153.	0.	635.	17097.
YEAR	BUSINESS	13796.	412.	3491.	0.	504.	18203.
	PERSONAL	4401.	431.	3055.	0.	567.	8454.
	CONVENTION	662.	0.	95.	0.	63.	819.
	VISIT F/R	5648.	426.	26089.	0.	283.	32447.
	REC/S/ENT	10648.	2812.	1836.	230.	865.	16392.
	TOTAL	35154.	4082.	34567.	230.	2282.	76315.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 69 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN NORFOLK COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	4487.	250.	2176.	0.	297.	7211.
	PERSONAL	1512.	237.	1750.	0.	329.	3828.
	CONVENTION	260.	0.	50.	0.	40.	350.
	VISIT F/R	1997.	273.	12930.	0.	164.	15364.
	REC/S/ENT	6250.	635.	528.	0.	528.	7940.
	TOTAL	14506.	1395.	17434.	0.	1358.	34694.
MAY-JUN	BUSINESS	1850.	103.	901.	0.	122.	2977.
	PERSONAL	623.	98.	725.	0.	136.	1582.
	CONVENTION	107.	0.	21.	0.	17.	145.
	VISIT F/R	824.	113.	5336.	0.	67.	6341.
	REC/S/ENT	3393.	265.	219.	0.	219.	4095.
	TOTAL	6798.	579.	7202.	0.	561.	15139.
JUL-AUG	BUSINESS	865.	18.	60.	0.	32.	975.
	PERSONAL	220.	39.	215.	0.	33.	508.
	CONVENTION	0.	0.	14.	0.	0.	14.
	VISIT F/R	446.	0.	4063.	0.	20.	4528.
	REC/S/ENT	5010.	1239.	691.	157.	28.	7125.
	TOTAL	6541.	1296.	5042.	157.	113.	13150.
SEP-OCT	BUSINESS	1265.	38.	423.	0.	71.	1797.
	PERSONAL	369.	78.	430.	0.	87.	964.
	CONVENTION	46.	0.	12.	0.	9.	66.
	VISIT F/R	583.	59.	4321.	0.	40.	5003.
	REC/S/ENT	3842.	702.	452.	69.	89.	5154.
	TOTAL	6105.	878.	5638.	69.	295.	12985.
YEAR	BUSINESS	8468.	410.	3561.	0.	522.	12961.
	PERSONAL	2725.	452.	3120.	0.	585.	6831.
	CONVENTION	413.	0.	97.	0.	65.	575.
	VISIT F/R	3850.	445.	26651.	0.	291.	31236.
	REC/S/ENT	18494.	2841.	1889.	226.	864.	24314.
	TOTAL	33950.	4148.	35317.	226.	2327.	75963.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 70 CALENDAR YEAR 1978

NORFOLK COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	890551.29	25.80	1.34	19.25	46253.
FEB.	958943.51	25.79	1.40	18.42	52056.
MAR.	1134466.87	26.27	1.39	18.90	60027.
APR.	1235660.24	26.93	1.42	18.96	65155.
MAY	1265673.33	27.68	1.45	19.09	66302.
JUNE	1325831.06	28.98	1.49	19.45	68167.
JULY	1272064.82	29.98	1.58	18.97	67040.
AUG.	1348544.24	30.41	1.60	19.01	70953.
SEP.	1218592.40	29.56	1.55	19.07	63898.
OCT.	1139797.97	29.29	1.51	19.40	58760.
NOV.	991638.76	28.51	1.41	20.22	49043.
DEC.	752761.12	28.15	1.42	19.82	37972.
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	13534525.61				705627.

*AVERAGE FOR NORTH EAST AREA
ESSEX, MIDDLESEX, NORFOLK COUNTIES

TABLE 71 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN PLYMOUTH COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	7293.	748.	8508.	0.	1658.	18207.
	PERSONAL	9630.	935.	8134.	281.	2313.	21293.
	CONVENTION	1309.	0.	1402.	0.	305.	3017.
	VISIT F/R	4582.	3179.	41419.	0.	1353.	50532.
	REC/S/ENT	7947.	0.	7947.	1870.	3840.	21604.
	TOTAL	30761.	4862.	67412.	2150.	9468.	114654.
SPRING	BUSINESS	13547.	1390.	15805.	0.	3080.	33822.
	PERSONAL	17889.	1737.	15110.	521.	4296.	39554.
	CONVENTION	2431.	0.	2605.	0.	567.	5604.
	VISIT F/R	8511.	5905.	76940.	0.	2512.	93868.
	REC/S/ENT	14763.	0.	14763.	3474.	7132.	40132.
	TOTAL	57141.	9032.	125224.	3995.	17588.	212979.
SUMMER	BUSINESS	18132.	0.	5002.	0.	2029.	25163.
	PERSONAL	3752.	35015.	27511.	625.	4638.	71541.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	10004.	8753.	280116.	5627.	2029.	306530.
	REC/S/ENT	79408.	31889.	18758.	67528.	21448.	219030.
	TOTAL	111296.	75657.	331387.	73781.	30144.	622265.
FALL	BUSINESS	9489.	973.	11070.	0.	2157.	23690.
	PERSONAL	12530.	1217.	10584.	365.	3009.	27705.
	CONVENTION	1703.	0.	1825.	0.	397.	3925.
	VISIT F/R	5961.	4136.	53891.	0.	1760.	65748.
	REC/S/ENT	10340.	0.	10340.	2433.	4996.	28110.
	TOTAL	40023.	6326.	87711.	2798.	12319.	149177.
YEAR	BUSINESS	48461.	3111.	40386.	0.	8924.	100882.
	PERSONAL	43801.	38904.	61340.	1792.	14255.	160092.
	CONVENTION	5443.	0.	5832.	0.	1270.	12546.
	VISIT F/R	29058.	21973.	452367.	5627.	7654.	516679.
	REC/S/ENT	112458.	31889.	51809.	75305.	37416.	308876.
	TOTAL	239221.	95877.	611734.	82724.	69519.	1099075.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 72 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN PLYMOUTH COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	15553.	1595.	18146.	0.	3536.	38830.
	PERSONAL	20538.	1994.	17348.	598.	4932.	45411.
	CONVENTION	2791.	0.	2991.	0.	651.	6434.
	VISIT F/R	9771.	6779.	88334.	0.	2885.	107769.
	REC/S/ENT	16949.	0.	16949.	3988.	8189.	46075.
	TOTAL	65603.	10369.	143768.	4586.	20193.	244519.
MAY-JUNE							
	BUSINESS	10373.	1064.	12102.	0.	2358.	25897.
	PERSONAL	13697.	1330.	11570.	399.	3289.	30286.
	CONVENTION	1862.	0.	1995.	0.	434.	4291.
	VISIT F/R	6516.	4521.	58912.	0.	1924.	71873.
	REC/S/ENT	11304.	0.	11304.	2660.	5461.	30728.
	TOTAL	43752.	6915.	95882.	3059.	13467.	163075.
JULY-AUG							
	BUSINESS	13956.	0.	3850.	0.	1562.	19367.
	PERSONAL	2888.	26949.	21174.	481.	3569.	55062.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	7700.	6737.	215592.	4331.	1562.	235921.
	REC/S/ENT	61116.	24543.	14437.	51973.	16507.	169577.
	TOTAL	85659.	58230.	255052.	56785.	23200.	478927.
SEPT-OCT							
	BUSINESS	9362.	532.	7202.	0.	1646.	18743.
	PERSONAL	7712.	8731.	12121.	344.	2713.	31620.
	CONVENTION	931.	0.	997.	0.	217.	2145.
	VISIT F/R	5562.	4277.	93976.	1296.	1429.	106540.
	REC/S/ENT	23943.	7346.	9972.	16885.	7671.	65815.
	TOTAL	47510.	20885.	124268.	18524.	13676.	224863.
YEAR							
	BUSINESS	49244.	3191.	41299.	0.	9102.	102836.
	PERSONAL	44835.	39004.	62213.	1822.	14503.	162378.
	CONVENTION	5584.	0.	5983.	0.	1303.	12869.
	VISIT F/R	29549.	22314.	456814.	5627.	7799.	522104.
	REC/S/ENT	113312.	31889.	52662.	75505.	37828.	311195.
	TOTAL	242524.	96399.	618971.	82955.	70535.	1111383.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 73 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN PLYMOUTH COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER							
	BUSINESS	324.	20.	194.	0.	27.	564.
	PERSONAL	428.	25.	185.	0.	37.	675.
	CONVENTION	60.	0.	32.	0.	5.	97.
	VISIT F/R	196.	72.	727.	0.	15.	1010.
	REC/S/ENT	336.	0.	210.	19.	126.	691.
	TOTAL	1344.	117.	1347.	19.	209.	3037.
SPRING							
	BUSINESS	614.	37.	366.	0.	50.	1067.
	PERSONAL	811.	46.	350.	0.	70.	1277.
	CONVENTION	115.	0.	60.	0.	9.	185.
	VISIT F/R	372.	136.	1372.	0.	28.	1908.
	REC/S/ENT	636.	0.	396.	37.	239.	1308.
	TOTAL	2549.	220.	2545.	37.	396.	5746.
SUMMER							
	BUSINESS	871.	0.	105.	0.	49.	1025.
	PERSONAL	180.	282.	576.	29.	113.	1180.
	CONVENTION	13.	0.	0.	0.	0.	13.
	VISIT F/R	381.	0.	5300.	72.	24.	5777.
	REC/S/ENT	3201.	815.	335.	1003.	442.	5796.
	TOTAL	4646.	1097.	6316.	1104.	628.	13790.
FALL							
	BUSINESS	450.	27.	268.	0.	37.	781.
	PERSONAL	594.	34.	256.	0.	51.	935.
	CONVENTION	83.	0.	44.	0.	7.	134.
	VISIT F/R	272.	100.	1003.	0.	20.	1395.
	REC/S/ENT	465.	0.	290.	27.	175.	957.
	TOTAL	1864.	161.	1862.	27.	289.	4203.
YEAR							
	BUSINESS	2258.	84.	933.	0.	162.	3437.
	PERSONAL	2013.	386.	1368.	29.	271.	4067.
	CONVENTION	271.	0.	136.	0.	21.	428.
	VISIT F/R	1223.	308.	8401.	72.	86.	10091.
	REC/S/ENT	4638.	815.	1231.	1086.	962.	8753.
	TOTAL	10403.	1594.	12069.	1186.	1523.	26776.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 74 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN PLYMOUTH COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	506.	42.	413.	0.	57.	1018.
	PERSONAL	668.	53.	395.	0.	79.	1195.
	CONVENTION	91.	0.	68.	0.	10.	169.
	VISIT F/R	267.	154.	1555.	0.	31.	2007.
	REC/S/ENT	1104.	0.	447.	42.	270.	1863.
	TOTAL	2635.	249.	2879.	42.	448.	6252.
MAY-JUN	BUSINESS	341.	28.	280.	0.	38.	688.
	PERSONAL	451.	35.	268.	0.	53.	808.
	CONVENTION	61.	0.	46.	0.	7.	115.
	VISIT F/R	181.	104.	1050.	0.	21.	1357.
	REC/S/ENT	909.	0.	304.	28.	183.	1424.
	TOTAL	1943.	168.	1948.	28.	303.	4391.
JUL-AUG	BUSINESS	391.	0.	81.	0.	38.	510.
	PERSONAL	81.	217.	444.	22.	87.	850.
	CONVENTION	0.	0.	0.	0.	0.	0.
	VISIT F/R	375.	0.	4079.	55.	18.	4528.
	REC/S/ENT	2725.	628.	258.	772.	340.	4722.
	TOTAL	3573.	844.	4861.	849.	483.	10611.
SEP-OCT	BUSINESS	301.	9.	166.	0.	32.	509.
	PERSONAL	248.	154.	280.	9.	52.	744.
	CONVENTION	30.	0.	23.	0.	4.	57.
	VISIT F/R	207.	55.	1764.	17.	17.	2058.
	REC/S/ENT	1304.	195.	210.	237.	198.	2143.
	TOTAL	2090.	413.	2443.	263.	302.	5511.
YEAR	BUSINESS	1540.	80.	941.	0.	165.	2725.
	PERSONAL	1448.	459.	1387.	31.	271.	3596.
	CONVENTION	182.	0.	137.	0.	22.	341.
	VISIT F/R	1030.	313.	8448.	72.	88.	9951.
	REC/S/ENT	6042.	823.	1218.	1078.	991.	10153.
	TOTAL	10242.	1674.	12131.	1182.	1536.	26765.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 75 CALENDAR YEAR 1978

PLYMOUTH COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	109042.45	19.97	1.58	12.64	8627.
FEB.	120336.23	20.19	1.64	12.31	9775.
MAR.	161961.59	21.23	1.62	13.10	12359.
APR.	183956.61	22.67	1.65	13.74	13389.
MAY	243629.35	22.96	1.72	13.35	18251.
JUNE	321067.86	23.67	1.88	12.59	25501.
JULY	583687.72	25.33	1.90	13.33	43782.
AUG.	553035.52	25.62	1.94	13.21	41877.
SEP.	344000.28	23.75	1.77	13.42	25637.
OCT.	301007.59	23.12	1.68	13.76	21873.
NOV.	164852.38	22.63	1.68	13.47	12238.
DEC.	79079.41	21.40	1.60	13.38	5912.
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	3165656.99				239221.

*AVERAGE FOR MID/SOUTH AREA
WORCESTER, BRISTOL, PLYMOUTH COUNTIES

TABLE 76 CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN SUFFOLK COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	151507.	2606.	61124.	0.	30060.	245297.
	PERSONAL	81390.	26901.	68251.	0.	41928.	218470.
	CONVENTION	212373.	0.	12362.	0.	22189.	246924.
	VISIT F/R	58849.	6075.	225999.	0.	24522.	315445.
	REC/S/ENT	107682.	4338.	52278.	0.	69612.	233911.
	TOTAL	611801.	39920.	420013.	0.	188312.	1260046.
SPRING	BUSINESS	158091.	3598.	80167.	0.	38953.	280809.
	PERSONAL	84927.	37137.	109787.	0.	54332.	286182.
	CONVENTION	427803.	0.	24901.	0.	44698.	497402.
	VISIT F/R	61406.	8387.	296408.	0.	31777.	397978.
	REC/S/ENT	112363.	5988.	68565.	0.	90206.	277122.
	TOTAL	844590.	55110.	579828.	0.	259965.	1739493.
SUMMER	BUSINESS	109959.	0.	78011.	0.	16664.	204634.
	PERSONAL	30336.	0.	83170.	0.	38090.	151597.
	CONVENTION	223987.	0.	104429.	0.	0.	328416.
	VISIT F/R	34129.	0.	439318.	0.	16664.	490111.
	REC/S/ENT	515674.	16664.	225820.	0.	176153.	934310.
	TOTAL	914085.	16664.	930749.	0.	247571.	2109069.
FALL.	BUSINESS	221288.	3189.	77760.	0.	38574.	340811.
	PERSONAL	118876.	32919.	72579.	0.	53803.	278178.
	CONVENTION	165271.	0.	9620.	0.	17268.	192159.
	VISIT F/R	85933.	7434.	287509.	0.	31467.	412364.
	REC/S/ENT	157279.	5308.	66507.	0.	89328.	318422.
	TOTAL	748668.	48851.	513976.	0.	230440.	1541934.
YEAR	BUSINESS	640845.	9394.	297061.	0.	124251.	1071551.
	PERSONAL	315530.	96956.	333788.	0.	188153.	934426.
	CONVENTION	1029434.	0.	151312.	0.	84155.	1264901.
	VISIT F/R	240333.	21896.	1249235.	0.	104430.	1615898.
	REC/S/ENT	892998.	32298.	413171.	0.	425300.	1763766.
	TOTAL	3119144.	160544.	2444566.	0.	926288.	6650542.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 77 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN SUFFOLK COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	345915.	5497.	131100.	0.	64718.	547230.
	PERSONAL	185826.	56741.	135925.	0.	90269.	468761.
	CONVENTION	378479.	0.	22030.	0.	39544.	440054.
	VISIT F/R	134361.	12814.	484728.	0.	52795.	684699.
	REC/S/ENT	245857.	9149.	112128.	0.	149871.	517006.
	TOTAL	1290438.	84201.	885912.	0.	397197.	2657748.
MAY-JUNE	BUSINESS	101042.	2461.	54248.	0.	26290.	184040.
	PERSONAL	54280.	25401.	77255.	0.	36669.	193605.
	CONVENTION	311307.	0.	18120.	0.	32526.	361953.
	VISIT F/R	39247.	5736.	200576.	0.	21447.	267006.
	REC/S/ENT	71815.	4096.	46397.	0.	60861.	183189.
	TOTAL	577691.	37694.	396596.	0.	177813.	1189794.
JULY-AUG	BUSINESS	78193.	0.	54122.	0.	11081.	143395.
	PERSONAL	21572.	0.	21362.	0.	25329.	68263.
	CONVENTION	117103.	0.	81981.	0.	0.	199084.
	VISIT F/R	24270.	0.	304785.	0.	11081.	340136.
	REC/S/ENT	366699.	11081.	156667.	0.	117136.	651583.
	TOTAL	607837.	11081.	618917.	0.	164626.	1402461.
SEPT-OCT	BUSINESS	115198.	1419.	57241.	0.	21994.	195852.
	PERSONAL	53584.	14643.	98668.	0.	35652.	202547.
	CONVENTION	219960.	0.	29030.	0.	11814.	260804.
	VISIT F/R	42266.	3307.	257848.	0.	18971.	322392.
	REC/S/ENT	208273.	7944.	97678.	0.	97021.	410917.
	TOTAL	639281.	27313.	540465.	0.	185452.	1392512.
YEAR	BUSINESS	640348.	9377.	296711.	0.	124032.	1070518.
	PERSONAL	315262.	96785.	333210.	0.	187918.	933176.
	CONVENTION	1026849.	0.	151161.	0.	83885.	1261895.
	VISIT F/R	240144.	21858.	1247937.	0.	104293.	1614232.
	REC/S/ENT	892644.	32270.	412871.	0.	424910.	1762695.
	TOTAL	3115247.	160290.	2441890.	0.	925088.	6642515.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 78 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN SUFFOLK COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	9642.	69.	1392.	0.	481.	11583.
	PERSONAL	5180.	708.	1554.	0.	670.	8113.
	CONVENTION	13187.	0.	281.	0.	355.	13824.
	VISIT F/R	3280.	138.	3966.	0.	267.	7652.
	REC/S/ENT	5196.	123.	1379.	0.	2290.	8988.
	TOTAL	36486.	1039.	8572.	0.	4063.	50160.
SPRING	BUSINESS	10197.	96.	1857.	0.	633.	12783.
	PERSONAL	5478.	991.	2543.	0.	883.	9895.
	CONVENTION	27573.	0.	577.	0.	726.	28877.
	VISIT F/R	3471.	194.	5285.	0.	350.	9299.
	REC/S/ENT	5503.	173.	1841.	0.	3027.	10544.
	TOTAL	52222.	1454.	12102.	0.	5620.	71397.
SUMMER	BUSINESS	7041.	0.	1634.	0.	405.	9080.
	PERSONAL	1942.	0.	1742.	0.	925.	4610.
	CONVENTION	14295.	0.	2188.	0.	0.	16483.
	VISIT F/R	2158.	0.	8312.	0.	196.	10666.
	REC/S/ENT	26450.	426.	4029.	0.	3631.	34536.
	TOTAL	51886.	426.	17905.	0.	5156.	75374.
FALL	BUSINESS	14977.	89.	1888.	0.	655.	17604.
	PERSONAL	8046.	918.	1758.	0.	914.	11636.
	CONVENTION	11100.	0.	233.	0.	293.	11626.
	VISIT F/R	5095.	179.	5351.	0.	362.	10986.
	REC/S/ENT	8069.	160.	1868.	0.	3125.	13221.
	TOTAL	47286.	1346.	11092.	0.	5349.	65073.
YEAR	BUSINESS	41857.	254.	6766.	0.	2174.	51050.
	PERSONAL	20646.	2618.	7597.	0.	3393.	34253.
	CONVENTION	66156.	0.	3279.	0.	1375.	70810.
	VISIT F/R	14003.	511.	22914.	0.	1175.	38603.
	REC/S/ENT	45218.	882.	9116.	0.	12073.	67289.
	TOTAL	187880.	4264.	49672.	0.	20188.	262004.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 79 TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN SUFFOLK COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	11246.	145.	2986.	0.	1039.	15416.
	PERSONAL	6041.	1496.	3096.	0.	1449.	12082.
	CONVENTION	12304.	0.	502.	0.	635.	13441.
	VISIT F/R	3675.	291.	8531.	0.	575.	13073.
	REC/S/ENT	32964.	258.	2960.	0.	4944.	41127.
	TOTAL	66230.	2190.	18076.	0.	8642.	95138.
MAY-JUN	BUSINESS	3324.	66.	1256.	0.	427.	5074.
	PERSONAL	1786.	678.	1789.	0.	596.	4849.
	CONVENTION	10242.	0.	420.	0.	529.	11190.
	VISIT F/R	1088.	132.	3576.	0.	236.	5033.
	REC/S/ENT	19321.	118.	1246.	0.	2043.	22728.
	TOTAL	35761.	994.	8287.	0.	3831.	48873.
JUL-AUG	BUSINESS	2193.	0.	1134.	0.	269.	3596.
	PERSONAL	605.	0.	448.	0.	615.	1668.
	CONVENTION	3285.	0.	1718.	0.	0.	5002.
	VISIT F/R	1604.	0.	5767.	0.	130.	7501.
	REC/S/ENT	26733.	283.	2795.	0.	2414.	32225.
	TOTAL	34420.	283.	11860.	0.	3429.	49993.
SEP-OCT	BUSINESS	3708.	25.	1322.	0.	422.	5478.
	PERSONAL	1725.	258.	2279.	0.	685.	4947.
	CONVENTION	7081.	0.	671.	0.	227.	7978.
	VISIT F/R	1686.	42.	4840.	0.	220.	6788.
	REC/S/ENT	24351.	211.	2053.	0.	2498.	29114.
	TOTAL	38551.	537.	11165.	0.	4052.	54304.
YEAR	BUSINESS	20472.	236.	6699.	0.	2157.	29563.
	PERSONAL	10157.	2432.	7612.	0.	3344.	23546.
	CONVENTION	32912.	0.	3310.	0.	1390.	37611.
	VISIT F/R	8052.	466.	22714.	0.	1162.	32394.
	REC/S/ENT	103369.	871.	9054.	0.	11900.	125194.
	TOTAL	174962.	4004.	49389.	0.	19954.	248309.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
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TABLE 80 CALENDAR YEAR 1978

SUFFOLK COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	5100954.58	34.37	1.19	28.88	176611.
FEB.	4943678.69	34.50	1.13	30.53	161923.
MAR.	7205374.65	35.86	1.36	26.37	273266.
APR.	7893514.27	37.56	1.27	29.57	266900.
MAY	8897376.16	38.42	1.28	30.02	296425.
JUNE	8234593.70	38.06	1.30	29.28	281266.
JULY	7837878.57	37.46	1.36	27.54	284557.
AUG.	9367638.18	37.67	1.30	28.98	323279.
SEP.	8809152.32	39.12	1.36	28.76	306249.
OCT.	9875040.77	40.03	1.35	29.65	333033.
NOV.	7561593.03	39.35	1.25	31.48	240203.
DEC.	4942435.01	37.47	1.33	28.17	175432.
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	90669229.93				3119144.

*AVERAGE FOR SUFFOLK AREA
SUFFOLK COUNTY

TABLE 81   CALENDAR YEAR 1978

VISITOR DAYS BY SEASON IN WORCESTER COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	20381.	1064.	24001.	0.	4654.	50101.
	PERSONAL	26914.	1330.	22946.	798.	6492.	58480.
	CONVENTION	3198.	0.	5569.	0.	1213.	11980.
	VISIT F/R	12804.	4522.	116838.	0.	3797.	137960.
	REC/S/ENT	22211.	0.	22418.	5320.	10779.	60727.
	TOTAL	87508.	6916.	191773.	6118.	26935.	319249.
SPRING	BUSINESS	28120.	1484.	33302.	0.	6439.	69345.
	PERSONAL	37134.	1855.	31838.	1113.	8961.	80920.
	CONVENTION	8466.	0.	9071.	0.	1976.	19513.
	VISIT F/R	17666.	6305.	162113.	0.	5253.	191337.
	REC/S/ENT	30644.	0.	31106.	7418.	14912.	84080.
	TOTAL	122031.	9644.	267429.	8531.	37561.	445195.
SUMMER	BUSINESS	22586.	0.	6456.	807.	2619.	32467.
	PERSONAL	4737.	22597.	35508.	0.	5986.	68827.
	CONVENTION	3444.	0.	0.	0.	0.	3444.
	VISIT F/R	12630.	5649.	361540.	7263.	2619.	389701.
	REC/S/ENT	100251.	20579.	24210.	87157.	27682.	259880.
	TOTAL	143648.	48824.	427714.	95227.	38906.	754319.
FALL	BUSINESS	28604.	1497.	33724.	0.	6536.	70360.
	PERSONAL	37772.	1871.	32241.	1123.	9116.	82123.
	CONVENTION	7571.	0.	8112.	0.	1767.	17450.
	VISIT F/R	17770.	6360.	164168.	0.	5332.	193830.
	REC/S/ENT	31171.	0.	31500.	7482.	15136.	85289.
	TOTAL	123088.	9728.	269745.	8605.	37886.	449052.
YEAR	BUSINESS	99691.	4045.	97482.	807.	20248.	222273.
	PERSONAL	106556.	27652.	122533.	3034.	30575.	290350.
	CONVENTION	24679.	0.	22752.	0.	4956.	52387.
	VISIT F/R	61070.	22836.	804660.	7263.	17000.	912829.
	REC/S/ENT	184277.	20579.	109234.	107377.	68508.	489976.
	TOTAL	476274.	75112.	1156661.	118481.	141288.	1967815.

RENT/ACCOM INCLUDES SEASONAL HOMES;RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
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F/R FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 82 TRAVEL YEAR 1978

VISITOR DAYS BY SEASON IN WORCESTER COUNTY

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR							
	BUSINESS	43520.	2281.	51349.	0.	9948.	107097.
	PERSONAL	57469.	2851.	49092.	1710.	13875.	124997.
	CONVENTION	11792.	0.	12634.	0.	2752.	27178.
	VISIT F/R	27340.	9691.	249969.	0.	8115.	295115.
	REC/S/ENT	47426.	0.	47963.	11401.	23037.	129827.
	TOTAL	187547.	14822.	411007.	13111.	57727.	684215.
MAY-JUNE							
	BUSINESS	19152.	1004.	22604.	0.	4378.	47139.
	PERSONAL	25291.	1255.	21610.	753.	6107.	55016.
	CONVENTION	5237.	0.	5611.	0.	1222.	12070.
	VISIT F/R	12032.	4267.	110038.	0.	3572.	129909.
	REC/S/ENT	20871.	0.	21114.	5020.	10139.	57144.
	TOTAL	82582.	6526.	180978.	5773.	25419.	301278.
JULY-AUG							
	BUSINESS	15011.	0.	4296.	537.	1743.	21586.
	PERSONAL	3169.	15036.	23628.	0.	3983.	45817.
	CONVENTION	1877.	0.	0.	0.	0.	1877.
	VISIT F/R	8451.	3759.	240579.	4833.	1743.	259365.
	REC/S/ENT	67079.	13694.	16110.	57997.	18421.	173300.
	TOTAL	95587.	32489.	284613.	63367.	25889.	501946.
SEPT-OCT							
	BUSINESS	22154.	750.	19200.	270.	4194.	46568.
	PERSONAL	20819.	8498.	28171.	563.	6630.	64682.
	CONVENTION	4400.	0.	3035.	0.	661.	8097.
	VISIT F/R	13338.	5079.	203915.	2430.	3562.	228344.
	REC/S/ENT	49060.	6885.	24017.	32912.	16944.	129818.
	TOTAL	109771.	21212.	278339.	36174.	32011.	477508.
YEAR							
	BUSINESS	99836.	4035.	97449.	807.	20262.	222391.
	PERSONAL	106748.	27640.	122502.	3026.	30595.	290512.
	CONVENTION	23306.	0.	21281.	0.	4635.	49223.
	VISIT F/R	61161.	22795.	804502.	7263.	17012.	912733.
	REC/S/ENT	184436.	20579.	109204.	107329.	68541.	490089.
	TOTAL	475488.	75050.	1154938.	118426.	141046.	1964947.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 83 CALENDAR YEAR 1978

EXPENDITURES BY SEASON IN WORCESTER COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
WINTER	BUSINESS	910.	28.	547.	0.	74.	1559.
	PERSONAL	1201.	35.	522.	0.	104.	1863.
	CONVENTION	218.	0.	127.	0.	19.	364.
	VISIT F/R	552.	103.	2051.	0.	41.	2747.
	REC/S/ENT	942.	0.	591.	55.	355.	1943.
	TOTAL	3823.	166.	3837.	55.	594.	8475.
SPRING	BUSINESS	1287.	40.	771.	0.	105.	2202.
	PERSONAL	1699.	50.	737.	0.	146.	2632.
	CONVENTION	355.	0.	210.	0.	32.	598.
	VISIT F/R	783.	146.	2890.	0.	58.	3877.
	REC/S/ENT	1334.	0.	835.	78.	500.	2748.
	TOTAL	5459.	235.	5444.	78.	841.	12058.
SUMMER	BUSINESS	1101.	0.	135.	37.	64.	1337.
	PERSONAL	230.	182.	744.	0.	145.	1301.
	CONVENTION	114.	0.	0.	0.	0.	114.
	VISIT F/R	484.	0.	6840.	93.	31.	7448.
	REC/S/ENT	4068.	526.	432.	1294.	571.	6891.
	TOTAL	5997.	708.	8151.	1424.	810.	17091.
FALL	BUSINESS	1362.	42.	817.	0.	111.	2332.
	PERSONAL	1798.	52.	781.	0.	155.	2786.
	CONVENTION	337.	0.	196.	0.	30.	563.
	VISIT F/R	827.	153.	3055.	0.	61.	4096.
	REC/S/ENT	1410.	0.	885.	82.	529.	2906.
	TOTAL	5734.	247.	5734.	82.	887.	12683.
YEAR	BUSINESS	4659.	109.	2270.	37.	354.	7430.
	PERSONAL	4929.	318.	2785.	0.	550.	8582.
	CONVENTION	1024.	0.	533.	0.	82.	1639.
	VISIT F/R	2646.	402.	14836.	93.	191.	18168.
	REC/S/ENT	7754.	526.	2743.	1510.	1955.	14428.
	TOTAL	21013.	1356.	23167.	1640.	3132.	50307.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 84   TRAVEL YEAR 1978

EXPENDITURES BY SEASON IN WORCESTER COUNTY -- IN THOUSANDS OF DOLLARS

TYPES OF ACCOMMODATIONS * BY PURPOSE OF TRIP

	PURPOSE	COMM LODGE	RENT/ACCOM	FRIEND/REL	CAMPING	DAY TRIPS	TOTAL
NOV-APR	BUSINESS	1415.	60.	1170.	0.	160.	2804.
	PERSONAL	1868.	75.	1118.	0.	223.	3284.
	CONVENTION	383.	0.	288.	0.	44.	715.
	VISIT F/R	748.	220.	4399.	0.	88.	5456.
	REC/S/ENT	3142.	0.	1266.	119.	760.	5288.
	TOTAL	7557.	356.	8242.	119.	1275.	17548.
MAY-JUN	BUSINESS	630.	27.	524.	0.	71.	1252.
	PERSONAL	832.	34.	500.	0.	99.	1465.
	CONVENTION	172.	0.	130.	0.	20.	322.
	VISIT F/R	333.	99.	1962.	0.	39.	2433.
	REC/S/ENT	1705.	0.	567.	53.	340.	2665.
	TOTAL	3673.	159.	3683.	53.	570.	8137.
JUL-AUG	BUSINESS	421.	0.	90.	25.	42.	578.
	PERSONAL	89.	121.	495.	0.	97.	802.
	CONVENTION	53.	0.	0.	0.	0.	53.
	VISIT F/R	415.	0.	4552.	62.	20.	5049.
	REC/S/ENT	3008.	350.	287.	861.	380.	4887.
	TOTAL	3985.	471.	5424.	948.	539.	11368.
SEP-OCT	BUSINESS	713.	13.	444.	7.	81.	1258.
	PERSONAL	670.	150.	651.	15.	127.	1613.
	CONVENTION	142.	0.	70.	0.	13.	224.
	VISIT F/R	473.	65.	3827.	31.	42.	4438.
	REC/S/ENT	2852.	183.	505.	462.	436.	4438.
	TOTAL	4850.	411.	5497.	515.	698.	11971.
YEAR	BUSINESS	3179.	100.	2227.	32.	354.	5892.
	PERSONAL	3459.	380.	2765.	15.	546.	7164.
	CONVENTION	750.	0.	488.	0.	77.	1315.
	VISIT F/R	1968.	384.	14741.	93.	190.	17375.
	REC/S/ENT	10707.	533.	2625.	1495.	1916.	17277.
	TOTAL	20064.	1396.	22845.	1635.	3082.	49023.

RENT/ACCOM INCLUDES SEASONAL HOMES,RENTAL COTTAGES,AND MISCELLANEOUS ACCOMMODATIONS.
A ZERO IN A CELL INDICATES THAT THERE WERE NO RESPONSES FOR THAT CELL IN THE SAMPLE PERIOD.
F/R=FRIENDS AND RELATIVES; PERSONAL=PERSONAL BUSINESS; REC/S/ENT INCLUDES RECREATION,SIGHTSEEING,AND ENTERTAINMENT.

TABLE 85 CALENDAR YEAR 1978

WORCESTER COUNTY

MONTH	TAXABLE SALES	PRICE PER OCCUPIED ROOM*	PERSONS PER OCCUPIED ROOM*	PRICE PER PERSON	PERSON NIGHTS IN COMMERCIAL LODGINGS
JAN.	366720.26	19.97	1.58	12.64	29014.
FEB.	354511.69	20.19	1.64	12.31	28796.
MAR.	389177.91	21.23	1.62	13.10	29697.
APR.	541997.61	22.67	1.65	13.74	39448.
MAY	506382.81	22.96	1.72	13.35	37935.
JUNE	562130.54	23.67	1.88	12.59	44647.
JULY	549818.18	25.33	1.90	13.33	41242.
AUG.	717698.57	25.62	1.94	13.21	54346.
SEP.	644877.99	23.75	1.77	13.42	48060.
OCT.	849257.88	23.12	1.68	13.76	61711.
NOV.	472500.44	22.63	1.68	13.47	35077.
DEC.	351754.77	21.40	1.60	13.38	26299.
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	6306828.65				476274.

*AVERAGE FOR MID/SOUTH AREA
WORCESTER, BRISTOL, PLYMOUTH COUNTIES

TABLE A1

ROOMS AVAILABLE PER DAY BY SIZE CLASS BY MONTH BY COUNTY

HOTEL SIZE CLASS1 (<51)

COUNTY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BARNSTABLE	2876	2928	3249	5350	8303	9039	9105	9105	9011	7274	4291	3046
BERKSHIRE	1328	1328	1338	1338	1498	1585	1585	1585	1585	1512	1366	1346
BRISTOL	537	537	542	550	578	588	588	588	588	550	550	542
DUKES	197	197	197	284	424	445	456	456	445	376	237	197
ESSEX	1633	1699	1724	2067	2337	2345	2345	2345	2345	2242	2018	1742
FRANKLIN	362	362	377	397	404	404	404	404	404	397	397	383
HAMDEN	878	878	878	878	886	886	886	886	886	886	886	878
HAMPSHIRE	298	298	298	298	298	298	298	298	298	298	298	298
MIDDLESEX	630	630	630	630	630	630	630	630	630	630	630	630
NANTUCKET	367	367	377	435	588	707	707	707	707	590	468	387
NORFOLK	419	419	449	449	449	454	454	454	454	449	449	419
PLYMOUTH	650	650	650	795	958	985	985	985	985	936	766	692
SUFFOLK	271	271	271	271	271	271	271	271	271	271	271	271
WORCESTER	1091	1091	1091	1091	1091	1102	1102	1102	1102	1091	1091	1091
STATE	11537	11655	12071	14833	18715	19739	19816	19816	19711	17502	13718	11922

TABLE A2

ROOMS AVAILABLE PER DAY BY SIZE CLASS BY MONTH BY COUNTY

HOTEL SIZE CLASS2 (50-150)

COUNTY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BARNSTABLE	2251	2532	2671	4030	5298	5430	5430	5430	5298	5132	3440	2310
BERKSHIRE	873	873	873	873	873	873	938	938	873	873	873	873
BRISTOL	978	978	978	978	978	978	978	978	978	978	978	978
DUKES	55	55	55	125	365	440	440	440	440	365	265	55
ESSEX	1641	1641	1699	1699	1841	1841	1841	1841	1841	1699	1641	1641
FRANKLIN	224	224	224	224	224	224	224	224	224	224	224	224
HAMDEN	892	892	892	892	892	892	892	892	892	892	892	892
HAMPSHIRE	515	515	515	515	515	515	515	515	515	515	515	515
MIDDLESEX	2798	2798	2798	2798	2798	2798	2798	2798	2798	2798	2798	2798
NANTUCKET	120	120	120	120	240	240	240	240	240	240	120	120
NORFOLK	859	859	859	859	859	859	859	859	859	859	859	859
PLYMOUTH	659	659	659	659	659	659	659	659	659	659	659	659
SUFFOLK	849	849	849	849	849	849	849	849	849	849	849	849
WORCESTER	1502	1502	1502	1502	1502	1502	1502	1502	1502	1502	1502	1502
STATE	14216	14497	14694	16123	17893	18100	18165	18165	17968	17585	15615	14275

TABLE A3

ROOMS AVAILABLE PER DAY BY SIZE CLASS BY MONTH BY COUNTY

HOTEL SIZE CLASS3 (>150)

COUNTY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BARNSTABLE	671	671	671	671	828	828	828	828	828	828	671	671
BERKSHIRE	494	494	494	494	494	494	494	494	494	494	494	494
BRISTOL	180	180	180	180	180	180	180	180	180	180	180	180
DUKES	0	0	0	0	0	0	0	0	0	0	0	0
ESSEX	209	209	209	209	209	209	209	209	209	209	209	209
FRANKLIN	0	0	0	0	0	0	0	0	0	0	0	0
HAMDEN	1834	1834	1834	1834	1834	1834	1834	1834	1834	1834	1834	1834
HAMPSHIRE	0	0	0	0	0	0	0	0	0	0	0	0
MIDDLESEX	3611	3611	3611	3611	3611	3611	3611	3611	3611	3611	3611	3611
NANTUCKET	0	0	0	0	0	0	0	0	0	0	0	0
NORFOLK	1137	1137	1137	1137	1137	1137	1137	1137	1137	1137	1137	1137
PLYMOUTH	0	0	0	0	0	0	0	0	0	0	0	0
SUFFOLK	7771	7771	7771	7771	7771	7771	7771	7771	7771	7771	7771	7771
WORCESTER	359	359	359	359	359	359	359	359	359	359	359	359
STATE	16266	16266	16266	16266	16423	16423	16423	16423	16423	16423	16266	16266

TABLE A4

ROOMS AVAILABLE PER DAY BY SIZE CLASS BY MONTH BY COUNTY

HOTEL SIZE CLASS4 (ALL)

COUNTY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BARNSTABLE	5798	6131	6591	10051	14429	15297	15363	15363	15137	13234	8402	6027
BERKSHIRE	2695	2695	2705	2705	2865	2952	3017	3017	2952	2879	2733	2713
BRISTOL	1695	1695	1700	1708	1736	1746	1746	1746	1746	1708	1708	1700
DUKES	252	252	252	409	789	985	896	896	885	741	502	252
ESSEX	3483	3549	3632	3975	4387	4395	4395	4395	4395	4150	3868	3592
FRANKLIN	586	586	601	621	628	628	628	628	628	621	621	607
HAMDEN	3604	3604	3604	3604	3612	3612	3612	3612	3612	3612	3612	3604
HAMPSHIRE	813	813	813	813	913	813	813	813	813	813	813	813
MIDDLESEX	7039	7039	7039	7039	7039	7039	7039	7039	7039	7039	7039	7039
NANTUCKET	487	487	497	555	828	947	947	947	947	830	588	507
NORFOLK	2415	2415	2445	2445	2445	2450	2450	2450	2450	2445	2445	2415
PLYMOUTH	1309	1309	1309	1454	1617	1644	1644	1644	1644	1595	1425	1351
SUFFOLK	8891	6891	8891	8891	8891	8891	8891	8891	6891	8891	8891	8891
WORCESTER	2952	2952	2952	2952	2952	2963	2963	2963	2963	2952	2952	2952
STATE	42019	42418	43031	47222	53031	54262	54404	54404	54102	51510	45599	42463